

How to prepare a business forum

Of course, the preparation of the forum and also any event start from planning. It is important to set goals, to create a conception, to think over each detail. But even a careful preparation can't provide the absence of failure. In this article we gather all basic recommendations which can attract more participants and organize a memorable forum.

Plan of forum organizing

As a rule, a preparation to the forum starts from detection of actual topic of the event. Often the state of some sphere, its analytics, forecasts for future, its problems are discussed. Also the event includes the possibility of networking, experience and knowledge exchange. There are 5 basis points from which the process of preparation starts:

1. Determine the forum topic and targeted audience formation
2. Preparation of the detailed plan of the program
3. Selection of the location for forum holding, prepare technical equipment
4. Selection of the moderator and invitation of speakers
5. Promotion of the forum with the help of different means of communication (Mass Media, social networks and etc.)

Of course, each point includes many details which should be considered in the organizing process. On each stage of preparation the organizers can face some problems. That is why if you plan to make a great huge event for the first time it is better to hire professionals. This will help to avoid 'failures' during the event and surely save the company reputation.

But if you need to organize a business forum on your own you need to pay attention on event topic and time selection. It is important to choose the topic which will correspond to the interests of participants. In this case you will avoid the loss of targeted audience and attract maximum quantity of guests.

Selection of speakers for forum

During preparation of business forum it is important to understand that experience and knowledge of some sphere experts is the key to attraction of wide audience. That is why don't hurry. Try to find that people which can share their experience. It is important to make the report which will not be just empty words but it should be a worked out case with numbers and concrete data. If you do everything correctly your forum will be discussed for long period of time after its holding.

Program structure can be different. It depends on the sphere and selected topic. But, the best report should include: 25% of the market analysis of the sphere, 50% of well worked out cases, 25% of topics discussion.



Selection of the right moderator

Here we need to mention that a moderator is not the same as a presenter. A moderator is responsible not only for supporting of the mood and the right course but also for timing. Everything should happen according to planned time table. If you let the only one thing slide, all organization will fail. The moderator should follow the scenery and switch from cases to discussion and vice versa that is why the moderator should have a corresponding experience.

Creative conception development

Today forums, business conferences and workshops are common occurrence. That is why for majority of company owners, executive managers and top managers such events look boring and same-type. That is why if you want to achieve set goals and not to make your participant fall asleep – be creative. As businessman Nelson Jackson said: "we can't carry out today's work by yesterday methods and stay in business tomorrow". Try to avoid routine approaches. Ruin the stereotypes and your forum will be the event of the year.



Include into your program the innovation technologies, awarding, plan the official and informal communication and so on. Be creative, of course, within reason. And if you need help of professional, Rockets company is always ready to help.

Our team has been preparing and holding events for more than 14 years. It is not difficult for us to develop a creative program and to carry out it. Fill the brief and our manager will contact you.



Fill the Brief