

Conference preparation and holding: 'Say No' to boring events

So, you decided to organize the conference. In this manual we will tell you how to begin and prepare in the correct way. You will find out how to 'send your message' to your targeted audience and at the same time not to put to sleep your participants. And in the end, we will tell you about 4 key factors which are the base of the outstanding business-event. But we will not get ahead.

Why business events should be outstanding

1. You will create a memorable atmosphere
2. You will hold attention of your audience till the event end
3. You will present your guests with positive associations with your event
4. You will increase the loyalty level to the event or company
5. You will make additional sales
6. You will attract Mass Media
7. You will stimulate the virus effect in the social networks
8. You will enhance the perception of your messages

Conference organizing plan

Step 1: Think over the topic

All great conferences begin from goal setting and topic determination. Think about message that should be delivered. And also think over the questions which should be mentioned to present the conference topic fully.

Step 2: gather the team

One worker is strong but if he has the team behind him it is much better. Without helpers it is hard to organize a great event even for despaired optimists. That is why you need to gather the team and start working. Here are some recommendations.

- Write down conference tasks
- Determine conference structure
- Prepare promo materials
- Prepare the list of necessary equipment
- Find the necessary placement
- Think over the registration order and other details



Step 3: Delegate responsibilities

Delegate the tasks. Delegate responsibilities inside the team. Don't try to take control over everything or even the most thought over plan can be ruined.

Step 4: Prepare the program

Create the event description. Include the information about speakers. Point out deadlines. Write down the presentations titles. Follow corporate style or develop another logo and color-grade for the conference.

Step 5: Find the channels of promotion

Choose the channels for event promotion:

- social networks
- blogs
- Mass Media
- Printed advertisement and so on

Step 6: Calculate the budget

It is important to make a detailed cost sheet: rent, transport expenses, equipment, hall decoration, advertisement and other expenses. It is important not to forget all details. If the company budget is restricted you need to prepare the conference depending on your possibilities. But remember, the success is guaranteed only when you have the correct event planning.

Step 7: Start acting

After you write a plan, calculate the budget and think over all details you can start the realization of your event.

If you need to organize and carry out the first-rate conference, fill the brief and our manager will contact you.



How to carry out a memorable conference

- Support the only creative conception during the whole event
- Choose the correct location
- Carry about comfort and facilities
- Keep guests interest during all event stages
- Follow the time limits
- Avoid obtrusiveness

4 key factors for outstanding business conferences holding

1. The correct moderator.

He sets the mood, stimulates the activities of conference participations. He follows the time limits strictly and never lets the things slide. A talented moderator always knows how to make the event memorable and interesting.

2. Wow-effect.

These are thought over activities which will enhance the mood immediately. Of course the guests will say 'Wow'. You can add WOW-effect during 'the way' to the event, in the beginning of the event, at entrance to the location, even in the registration hall or during the conference. It is important to have a good fantasy and rational creative.

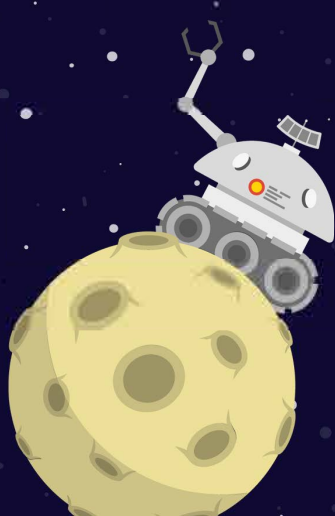


3. Cool decorations.

With the help of cool decorations you will create positive mood and also present your guests with outstanding emotions. Decorations can be the part of WOW-effect. Conference participants will surely want to make memorable photos and to share them with friends.

4. Interactive technologies.

You must have interactive technologies on modern events. Without such technologies events are not interesting and boring. That is why if you want to make a first-class conference, it is necessary to use at least one interactive novelty.



Let's sump up:

Don't warrant guests' expectations, try to give them more. Remember, any event, even in the business sphere, should have a creative concept and detailed thought over strategy. Hold the balance between these two components and all goals will be achieved. Good luck in plans realization.

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Fill the Brief