



Let's Talk About Meeting Design

What you need to know to grow your event attendee engagement, membership or product reach.



As a global meeting and association management firm, our heart and soul is hospitality, education and strategy. One of our goals is to educate and collaborate with you on program formats that inform AND inspire your attendees. How can we accomplish this? Together, we can define your conference objectives, identify the learning styles that match these objectives and focus on the content to create unique engagement techniques.

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Start With the Objectives

The value of your event is directly related to your content, so make it meaningful. We can start by defining the following things:

1. Overall conference objective - Don't lose sight of this and make sure it is clearly communicated with each party involved with the event.
2. Learning objectives - Use these objectives to drive the programs and break-out sessions.



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3. Networking objectives - Yes, even the cocktail hour should be rooted in a strong strategy. Consider what you want your attendees to walk away with - a bunch of leads, supplier relationships, a network they can depend on for support, social media engagement or even a new friend.
4. Motivational objectives - Celebrations, product experiences, team building, changing behaviors and community building are just a few examples of this type of objective.

After your objectives are defined, communicated and understood, we can move on to program and break-out session design.

Match up Your Program and Break-out Designs

Design your programs to support your objectives and engage your audience by providing multiple ways to participate and learn. Use the formats below to create a unique meeting design.

1. Top-down learning – A presentation format with visuals and words. Compelling visuals, succinct and relevant information and the use of a facilitator are all things to consider.
2. Horizontal learning – This is developed through focused networking, panels and discussions.
3. Bottom-up learning – The attendees pick the topic and crowd-source the information, creating a participatory environment.

Let's Talk Success

Defining your objectives is directly related to measuring your success and matching your content and objectives to the appropriate learning style can make all the difference. Success also includes looking at attendee satisfaction through surveys and mobile engagement, concepts learned, the application of concepts, the impact it has on the organization/company/community and, if applicable, the ROI (tangible monetary returns to the company for sending their employee to the conference).

This is just the beginning of the discussion. Our education and program specialists and conference professionals can walk you through the process, deliver unique engagement techniques and help you evaluate the success of your programs.

Contact us at info@meetingexpectations.com.



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