

What Makes The Difference Between Just a Good Event & a GREAT Event

- Pre Planning is essential, know what you have to do, then DO IT
- A clear purpose and understanding of what you want to achieve
- Ensuring your event participants experience starts way before they even step through the 'event' door
- Ensuring all your website, marketing literature is available & clearly outlines what the event is about and informs participants of the BENEFITS
- Providing value added content both before and after the event
- Making everyone feel welcome and included throughout the whole event
- Knowing who your target audience are and what they need and want
- Listening to what your customers ...ask them before your event starts what they want to see, hear and do
- Make your event interactive and really involve your customers
- YOU the event organiser will make an event great, interact with your delegates, spend time with them and get to know them
- Address problems as soon as they arise and offer solutions
- Make the organization seamless, it needs to be slick and efficient
- Stick to the agenda ... this is what people are expecting and have based their travel plans around
- Ensure you have the correct audience in attendance
- Considering the smallest of details ~ a great event is all in the detail
- Give participants something to remember your event by i.e. a free gift, certificate of attendance etc
- Make sure your participants walk away feeling like they are important to you and your company