

Tips on how to run a successful conference or seminar:

It is very important to make sure that any business event that you are planning on having is successful and is a return on investment. I will outline in short articles the factors to consider in having a successful conference or seminar, these will be written under the following headings:

Corporate reasons for having a conference
How to plan for a conference
Budgeting for a conference
Marketing for a conference
Finding the right venue
Event management and logistics
Conference on-site logistics
Review of the conference and follow up

Part 1

Corporate Reasons for having a conference:

There can be many business reasons why a company should consider having a conference, and events are an important part of the marketing mix. Listed below are some marketing reasons for holding a conference or seminar that a company or organisation may use to promote.

Reasons for a conference could be:

- A medium for passing on information, specifically for new products and services*
- Internal communication to employees regarding internal information, such as training, boosting morale, making announcements, launch a new culture*
- Used by associations to network and educate their members*
- Yearly or quarterly way to communicate with their sales force, partners or distributors*
- A forum for discussing world issues or topical subjects*

An example of benefits for the business client to attend a software companies conference or seminar

- Excellent communication forum for the end user, ability to meet senior managers from the corporation, to get advise, discuss business propositions, get answers straight from the software engineers, product developers*

- *Ability to fast track communications to the highest level*
- *Good for the client to feel that they are having an impact on the future direction of the company and its products in relation to their requirements*
- *Excellent for networking and meeting other users and hearing their business experiences, share ideas, solutions to problems*
- *Good for education and increasing knowledge of the products and business environment*
- *The event enables the attendee to build up a picture of the quality of the company products or services*

Benefits from the Companies perspective

- *One of the marketing vehicles for increasing regular communications with both current, new and potential customer*
- *A platform enabling the company to know the client better and understand their business needs for the portfolio of products and services that they are developing*
- *Make the customer feel that they are being listened to and giving the company first hand research into the future product direction*
- *Excellent PR opportunity to make customer feel important and build on loyalty and customer relationship by sponsoring a drinks reception and dinner*
- *Good opportunity to get the TPV/Resellers involved promoting the companies products and making them more involved with the clients, as well as strengthening the business alliance*
- *Opportunity to increase sales of products with users through workshops demonstrations*
- *Event feedback should be measured against the objectives to know the bench mark for the next event and to measure if it has been a good marketing vehicle for ROI, and how to improve on future events*

Further articles on how to run a successful business event that has ROI will follow. To receive these valuable ideas and make sure that you do not miss any of the articles we will deliver them to your in-box free. The articles will be full of tips and ideas, to help you and your business in event management.

Reference reading:

John G Fisher - How to run a Successful Conference