



IofAM Annual Conference 2009
'Getting the most from your events'
Viv Cole

Results from round table discussions

1. What different activities could work at our events?

- Going for a world record challenge
- Creating an 'experience'
- Interesting location
- Have some fun
- Personalisation of the experience
- Mystery guest
- The unexpected
- Multi-media visuals and interaction
- Extend the social activities and networking
- Have breakout groups
- Have an exhibition
- Discuss hot topics

2. How could we promote interaction between members between events?

- Facilitate getting contact details – e.g. Business card board, social boards or on delegate list
- Biographies or introductions for all delegates not just speakers
- Continue the debate after the event by email or discussion boards/online forum
- Make sure you have up to date contact details of members!
- Include social elements at events
- Segment people into areas of interest at events
- Have a 'speed date' at event so that you get to meet more people
- Have an away day for board and committees
- Give delegates time to talk at and after events
- Nominate a leader for issues raised at events to follow up with interested people after the event
- Utilise and promote existing social networking sites such as linked in/facebook

3. How could we reduce the cost of events whilst keeping members happy?

- Don't pay speakers
- Combine events – eg seminar and AGM
- Ask venues to sponsor the event in kind
- Danger of reducing costs year on year
- Combine with another body with complimentary activities
- Use professional local help eg venue sourcing to negotiate costs
- Hold event at own or member's premises
- Hold online events (e.g. Webex)
- Use a venue outside London (but watch the impact on attendance)
- Go green/ be more sustainable
- Attract sponsorship
- Have a cash bar

4. How can we find out more accurately what members want?

- Ask and ask again
- Listen to executive committee members
- Use online surveys
- Weight the answers
- Phone non-attendees
- Use feedback forms
- Research and insight
- Put it on all agendas
- Use focus groups

5. What opportunities are there for sponsorship, cross promotion, cost sharing etc?

- Other associations to link with
- Challenge between benefits to members vs benefits to sponsors/exhibitors
- Show real benefits and make the case for sponsorship
- Exhibitions add value
- Some are wary of sponsorship
- Venues are good for sponsorship especially if delegate rooms pre-booked
- Get those in supply chain with product launch to support event
- Convention bureaus