

creating winning conference programmes

one day workshop

The topics, speakers and structure of the conference are what get the delegates to book in the first place. The successful delivery of the programmes ensures that delegates will come back for more. This workshop analyses what is needed to make a winning conference programme and then explains how to do it and deliver it on the day.



CTL WORKSHOPS

- conference and event marketing
- creating winning conference programmes
- essentials of conference organising
- exhibitions and sponsorship
- finance and planning

WORKSHOP PRICES

Prices are per person.

ONE DAY WORKSHOP £ 260

CONFERENCE TRAINING LIMITED

Telephone 01342 325 670

enquiries@conferencetraining.co.uk

www.conferencetraining.co.uk

WHO SHOULD ATTEND

Conference producers, organisers and co-ordinators involved at any stage in creating conference programmes and dealing with speakers.

PLANNING THE PROGRAMME

Understanding why people attend conferences

Information, inspiration, networking, or all of them.
Programme types; what are your options.
Fear and greed factors to pull in the delegates.

Getting the content right

Researching themes and topics; techniques and objectives.
The power of the new.
Working with committees and advisory groups.
Now find your speakers and performers.

CREATING THE PROGRAMME

Getting the right speakers and topics

Approaching potential speakers and testing their suitability.
Fees and expenses.
Building up the programme and retaining flexibility.
Going firm on the final programme.
Letters of confirmation, terms and conditions.

Presenting the conference to the market

The conference selling appeal; the message, the brochure, the website.
Image and design of the marketing materials.
Creating concise, appealing copy for the programme, other marketing and the media.

DELIVERING THE PROGRAMME

Working with speakers before the event

Communicating with speakers up to the conference and getting their deliverables.
Discussing audio-visual options with speakers.
Adhering to speakers budgets.
Pre-conference briefings or rehearsals.

Delivery on the day

Time for rehearsals.
Speakers Green Room.
Getting the most from your speakers on the day.
Be prepared for late speakers, lost speakers and cancelled speakers.

Post conference tasks

Thank you letters.
Payment of fees and expenses.