EVENT SOLUTIONS

Session 1

Strategic Planning

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Housekeeping

- Interactive Session
  - Use chat window in your control panel
- Ask questions as I am speaking

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Intro Video Recap

- Classroom
  - Reading Schedule
  - Office Hours
  - Vocabulary
- Eating the Elephant
  - Break the whole into bite size chunks
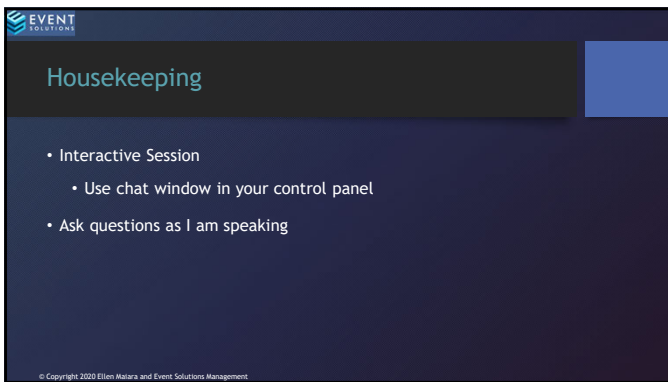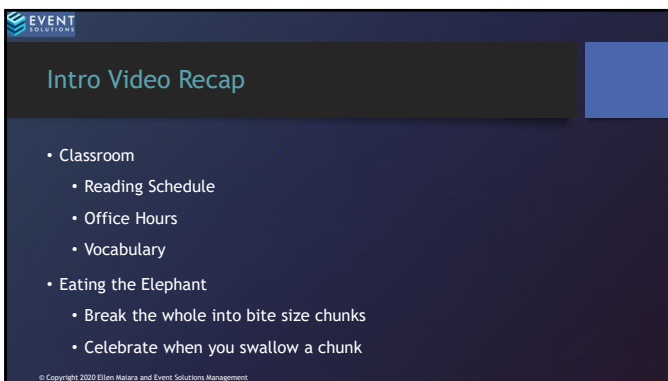 - Celebrate when you swallow a chunk

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How to be Successful

- What you do today matters.
- What you do everyday matters.
- Successful people are those who understand that the little choices they make matter, and because of that they choose to do things that seem to make no difference at all in the act of doing them, and they do them over and over and over until the compound effect kicks in.

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How to be Successful

Consistently repeated daily actions
+
time
=
unbelievable results

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Intro Video Recap

- Classroom
  - Recorded Sessions
    - Email me before you start
    - Email me when you are done

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Intro Video Recap

- Classroom
  - Recorded Sessions

Topic 1

Session 1

Classroom Link

Classroom link

Session 1 Presentation Notes

Session 1 Presentation Notes – Outline Form

Session 1 Vocabulary

Quiz Session 1

Session 1 Recording Use Password: Purchase

Complete Vocabulary Definitions

Note Card Writing

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Intro Video Recap

- Please, please, please – be on time
  - Early is on time, on time is late and late is…
- Email I have should match the email that the EIC has

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Notecard Writing

- I am teaching you how to pass the CMP Exam

- We have to know what THEY think is correct

- Does your definition match the EIC's definition

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Question Writing

- Submit 5 sample questions each session
- Submission form
  - Excel form you can find under each session in the classroom environment
- Submit through the classroom environment

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Question Writing

- Question should be descriptive in nature
  - Cover a topic listed in the exam international standards
  - Cover information found in one of the manuals or Industry Glossary
    - Provide the source of the question
      - Book
      - Chapter
      - Page number

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Question Writing

- Questions should
  - Test important knowledge
  - Test something you don't understand
  - Be clear and concise
  - Provides only one BEST answer
    - There may be more than one correct answer

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Question Parts

- Questions (Items)
  - Pose a clearly defined problem
  - Are focused
  - Tell a story
    - A meeting planner is working on a conference....
    - A meeting professional is working on the event specifications guide

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Possible Answers

- Answers (Options)
  - 4 answers in A, B, C, D
  - Fit logically and grammatically with the question

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Correct Answer

- Correct Answer (Option)
  - Clearly answers the question posed
  - Is not obvious (longer, more detailed)
  - Does not contain key words from the question
  - Is the BEST answer for the question
- Clearly identify which is the correct answer

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Incorrect Answers

- Wrong Answers
  - Are sufficiently plausible (common misconceptions, critical misunderstandings)
- Represent distinctions that a person might have to make on the job

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Sample Question

As a speaker for a conference on Asthma, you will be presenting your educational materials to an audience of 600 respiratory therapists. Based on research in adult education, what method would be MOST effective in presenting the materials?

  a. Lecture
  b. Visuals
  c. Discussion group
  d. Panel discussion

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Sample Question

C. Discussion group – source: Source: Pg. 252 PMM

Adults learn better when they are actively involved in the process. Small group learning situations such as workshops, promote interaction among participants and allow learners to be actively involved in the learning process.

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Plan Your Questions

- Take 5 minutes after reading each chapter to list the important concepts
- In developing good multiple-choice questions, two tasks need to be considered:
  - Writing questions
  - Writing answers

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Writing Questions

- When possible, state the question as a direct question rather than as an incomplete statement
  - Undesirable:
    - *Colloquiums are commonly used to…*
  - Desirable:
    - *How are colloquiums commonly used?*

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Writing Questions

- Include words to be repeated in each answer
  - Undesirable:
    - *In the USA the President is…*
      - *A. chosen by the people.*
      - *B. chosen by members of Congress.*
      - *C. chosen by the House of Representatives.*
      - *D. chosen by the Electoral College.*
  - Desirable:
    - *In the USA the President is chosen by whom?*
      - *A. the people.*
      - *B. members of Congress.*
      - *C. the House of Representatives.*
      - *D. the Electoral college.*

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Writing Questions

- Do not use negatively stated questions. That includes questions including "not", "except", "All but"…
  - Common research methods include all but:
  - When researching the goals and objectives of a program, be sure to include all of the following except:
  - What is not part of designing a needs analysis

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Writing Answers

- Construct distracters that are comparable in length, complexity and grammatical form to the answer.
- Randomly distribute the correct response among the alternative positions throughout the test having approximately the same proportion of alternatives a, b, c and d as the correct response.

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Writing Answers

- Make all alternatives plausible and attractive
- Be sure there is only one correct or best response to the question

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Let's Write A Question Together

- The first priority in managing stakeholder activities is to clearly identify the **event owner**. The owner is the person who has requested the event and is responsible for defining its overall objectives and measurable outcomes. The event owner has a critical role and should be in a position to allocate resources, engage with other stakeholders, influence change, and remove barriers to ensure the event's success.

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Let's Write A Question Together

The first priority in managing stakeholder activities is to clearly identify the **event owner**. The owner is the person who has requested the event and is responsible for defining its overall objectives and measurable outcomes. The event owner has a critical role and should be in a position to allocate resources, engage with other stakeholders, influence change, and remove barriers to ensure the event's success.

- What's the first priority of managing stakeholder activities?
    - Identify event owner and come up with 3 answers that are not correct
- Describe an event owner and ask who this person is
    - Event Owner and come up with 3 incorrect answers

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Let's Write A Question Together

- The owner is the person who has requested the event and is responsible for defining its overall objectives and measurable outcomes. The event owner has a critical role and should be in a position to allocate resources, engage with other stakeholders, influence change, and remove barriers to ensure the event's success.

- Describe an event owner and ask who this person is

  - Event Owner and come up with 3 incorrect responses

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About the EIC

- Events Industry Council (EIC)

  - Federation of international organizations involved in meetings, conventions & exhibits

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About the EIC

- Events Industry Council (EIC)

  - Purpose is to promote a strong convention, meeting, event and exhibitions industry.

    - Connect people
    - Promoting excellence through certification, voluntary standards and best practices

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About the EIC

- Certified Meeting Professional program
  - This should be a question on your exam
- Meeting Industry Advocacy Hub
  - Online vehicle that allows supporters to register as advocates around coordinated issues and alerts.
  - Join at eventscouncil.org

cmp
certified meeting professional

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About the EIC

- CMP Healthcare Subspecialty
- Industry Insights
  - Initiative focused on best practices
  - Glossary, Post Event Report, ESG, Housing & Registration, RFP, Site Profile, Contracts
- Hall of Leaders
  - Draws attention to contributions made to the meetings industry by highlighting individual specific achievements

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Strategic Planning

- Strong focus on the objectives of your organization
- Planners can shape the objectives of an event, which directs all other decisions and activities

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Goals and Objectives

- Basis for all planning
  - Program content
  - Hiring speakers
  - Selecting destination and venue
  - Developing effective formats
  - Room set-up
  - Food and Beverage
  - Audio Visual
  - Marketing and Promotion

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Goals and Objectives

- Goals
  - Broad statements of purpose
    - The goal of this study group is for attendees to pass the CMP Exam
- Objectives
  - Specific, measurable and prioritized
    - The objective is a 100% pass rate on the exam being offered in November
  - Well defined specific metrics
  - Quantifiable

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Strategic Planning

- Climate of business accountability
  - Sarbanes Oxley in the USA
    - Corporate oversight
    - Investigation by government agencies

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Strategic Planning

- Strategic Plan - long range
  - Developing and applying an organized system of policies, procedures and tools
    - Reduce cost
    - Leverage spend
    - Provide excellent service

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Strategic Planning

- We must focus on Business Value
  - Not only financial bottom line
  - What business outcomes are expected

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Strategic Planning

- Strategy involves the "what" and "why"
  - They drive the "how" we plan our meeting

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Strategic Planning

- Process by which an organization develops its long range plan of action

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Strategic Planning

- Long Range Call to Action
- 3 Distinct Elements
  - Discovery
  - Analysis
  - Planning

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Discovery

- Know your organization
  - Current trends
  - Business objectives
  - History
  - Cultural issues

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Discovery

- Know your organization
  - Why is the event being held? What is the purpose?
  - What needs are met through this event?

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Discovery

- Internal Assessment
  - What are the organizations goals?
  - How are decisions made?
  - What approvals and processes are needed?
  - What past events were held and how effective were they?
  - What's the business cycle and how will this impact the planning cycle?
  - What are the core values of the organization?
  - Is sustainability important?

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Discovery

- Business Environment
  - What are best practices of similar organizations?
  - What is the current economic, political and regulatory climate and how do they impact events?
  - What partnerships and collaborations exist?
  - What area of the country or globe is the focus of the organization?

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Analysis

- Foundation of data
  - Types of past events
  - Were goals and objectives met?
  - How decisions are made
  - Amount of money spent in past
    – direct/indirect costs
  - Amount of internal resources
  - Number & quality of suppliers, partners & alliances
  - Current policies, processes, practices, templates & tools

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Planning

- Develop event's strategic plan
  - Mission statement, goals and objectives
  - Business environment analysis
  - Implementation plan
  - Sales, marketing and communications plan
  - Financial plan
  - Success measures or key performance indicators (KPIs)

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Mission, Goals & Objectives

Mission
- Defines purpose of the organization
- Unchanged over time

Goals
- Broad and General
- Achieved over a long-term horizon
- Used to achieve the mission

Objectives
- Specific & narrow
- Used to achieve a goal
- Tied directly to evaluation measures

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SmartER Objectives

- Creating SMARTER Objectives
  - Specific – call out actions, results, behaviors
    - Answers who what and when
  - Measurable – what will be measured and how
    - Should be able to count
  - Attainable – challenging, yet realistic
    - Should be able to achieve it, may take great effort

S M A R T

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SmartER Objectives

- Relevant – focused on what matters
  - Key stakeholders see value in it.
- Time based – achievable by a certain time
  - Time frame should be clearly defined
- Tied Together
  - Connected to goals and lead to activities that need to be accomplished

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SmartER Objectives

- Ethical/Economic/Efficient
  - Cost effective and effort required is reasonable
- Recorded/Reported/Recognized
  - Report what was or was not accomplished
  - Information should be sufficient to drive future business decisions

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ABCD Model

- Audience
  - Who are the learners?
- Behavior
  - What should they be able to do?
- Condition
  - How will the learners demonstrate mastery?
- Degree of Mastery Required
  - How much will be accomplished?
  - What degree of mastery is required to meet the objective?

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SMMP

- Climate of accountability
- Best practice collaboration between meeting manager and procurement with an aim to
  - Maximize cost savings
  - Minimize risk
  - Improve total return on investment

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SMMP

- Best outcome at lowest possible cost
- Emphasis on continued improvement
- Strategic Meeting Management Programs
  - Meetings Consolidation
    - Centralization of meeting management functions within organizations
    - Drive cost savings

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SMMP

- Area of performance improvement
  - Process efficiencies
    - Discovery process for duplication of efforts
    - Streamline process
    - Leverage operational centers

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SMMP – Areas of Performance Improvement

- Risk management
  - Standardize process to manage contractual obligations
    - Centralized contract execution
    - Predefined contract execution authority or risk levels
    - Contractual language including templates, addenda, riders
    - Contract review and audit
    - Document administration and retention

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SMMP – Areas of Performance Improvement

- Cost Reduction – 2 different levels
  - Direct cost savings
    - Productivity gains because of process efficiencies
    - Improved sourcing and negotiations
  - Cost avoidance
    - From improved risk management
      - Contract performance obligations and mitigation
      - Cancellation fees and excess contract liabilities

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SMMP – Areas of Performance Improvement

- Return on Investment
  - End to end enterprise strategy
  - Assess the business impact of dollars invested as a component of total organizational strategy
  - Access to data critical to assess true return on investment on both direct and indirect costs
  - Allows for informed business decisions

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Feasibility of Meeting – Internal Factors

- History
  - Were past meetings successful?
  - Watch attendance figures over the years
    - Regular Growth or contraction?

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Feasibility of Meeting

- Financial Feasibility
  - Cost revenue analysis using best/worst case scenarios

BEST   WORST

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Feasibility of Meeting – Internal Factors

- Role of the Event in the Organizations Finances and Overall Strategy
  - Is event a primary profit center?

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Feasibility of Meeting – Internal Factors

- Availability of Human Resources
  - Does the organization have internal skills and time
  - Is hiring a third party an option?

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Feasibility of Meeting – Internal Factors

- Commitment
  - Is there support from Senior Leadership?

LEADERSHIP
The leader always sets the trail for others to follow.

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Feasibility of Meeting – Internal Factors

- Marketing and Brand Considerations
  - Event should support and enhance the brand positioning of the host organization
    - Also partners and sponsors

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Feasibility of Meeting – External Factors

- Audience – need an attendee profile
  - Who they are
  - What they need
  - Where else are they getting their information

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Feasibility of Meeting – External Factors

- Industry
  - What are similar organizations doing successfully
  - What needs aren't being met
  - What trends are appearing

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Feasibility of Meeting –
External Factors

- Economic Context
  - Analysis of
    economic climate

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Feasibility of Meeting – External Factors

- Applicable legislation or regulatory requirements
  - Legal, governmental, medical, pharma
  - Legislation and regulations will have impact on
    - Attendance
    - Spending
    - Acceptable activities
    - Practices

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Feasibility of Meeting – External Factors

- Economic and Social Impacts on Hosting Communities
  - How will this impact host organization over time

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Feasibility of Meeting – External Factors

- Risk (both internal and external)
  - Identify
  - Develop contingency plans should they occur

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Meeting Requirements

- Need resources to hold a meeting
  - Determine these requirements and their availability for your meeting

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Meeting Requirements

- Financial
- Human Resources – staff, volunteers, vendors
- Marketing & Public Relations
- Technology – what do you need before/during/after
- Logistical – destination/venue, F&B, AV, etc.

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Meeting Requirements

- Event-specific resources
- Legal or regulatory requirements – contracts, etc.
- Evaluation resources
- Sustainability resources
- Safety and security

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Develop Financial Summary

- How will the event be funded?
- What are the financial goals?
- What is the budget
  - Include costs and revenue
  - Remember overhead costs for people/materials

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Develop Financial Summary

- How will the event respond to budget shortfalls
- How will the event address cash flow
- Which currency will be used?
  - Will exchange rates impact budget and cause risk

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Develop Financial Summary

- To develop the financial summary you will need to analyze
  - Historical income and expense
  - Budgets for best/worst case scenarios
  - Do financial decisions relating to the meeting impact policies
- Obtaining professional financial expertise is recommended

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Monitor Strategic Plan

- Success depends on careful monitoring
  - Measure objectives & key performance indicators (KPI)
  - How will we know we are successful?
  - Monitoring Tools and Processes
    - Determine HOW you will monitor
      - Financial reports?
      - Registration pacing?

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Monitor Strategic Plan

- Feedback and Modification of Process
  - Flexible plan
    - Revise as needed in response to the findings during monitoring
    - Record changes
      - Dates, rationale, implementation plan

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Monitor Strategic Plan

- Key Performance Indicators (KPI)
  - Quantifiable measurements of critical success factors
  - Can measure how effectively goals and objectives are being met

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Monitor Strategic Plan

- Key Performance Indicators (KPI)
  - Examples
    - Financial – budget vs. actual revenue/expenses
    - Registration – pacing
    - Education – Post event results, exam results
    - Exhibitors - # of leads generated
    - Motivation – staff satisfaction

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Monitor Strategic Plan

- Key Performance Indicators (KPI)
  - Examples
    - Sustainability – waste diversion, participation in service projects
    - Planning – Meeting milestone dates on critical path
    - Marketing – social media stats, web site visits, response to email campaigns
    - Evaluation – response to surveys

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Business Continuity Plan

- Ability to continue to operate during an emergency or crisis
- Can the business stay afloat if the worst happens?
- Similar to contingency planning
  - Ability of the meeting professional to carry off the event

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Business Continuity Plan

- Determine critical business functions
- If the worst happened, what would we need to continue providing products/services to our customers/clients/members?
- Must plan – can't do this after a crisis occurs
- Can the event continue under the currently forecasted conditions?

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Questions?

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