



Conferences Tips - The Planning Process

You've got the job of organising the next conference for your organisation. Whether it's your first time, or a regular part of your every day workload, you have to get it right.

The same principles apply, whether it's a conference for 400 or 24.

Achieving the best result with the least amount of stress requires working to a plan and sharing the important decision milestones with all the stakeholders as you move along.

Building the right plan for your conference is the core element in achieving a successful outcome.

The key elements will be:

- Setting clear goals and objectives for the conference
- Venue selection
- Budgeting
- Managing the conference
- Financial management and your conference budget
- Review and feedback

You will need to understand the purpose of the conference. Start by asking do you really need to meet? Do you really need a conference?

Determining the purpose of your conference and writing clear goals and/or measurable educational objectives is the first step in planning the conference.

Even if you were not in on the decision to hold a conference you need to satisfy yourself that a conference or meeting is required and you clearly understand the objectives. Then you are in a position to give a comprehensive and consistent brief on your event including decision-making timelines when briefing your various service providers.