

**Submit Your Story for Convening Leaders 2018**  
**SAMPLE**

**TOPIC SELECTION:**

Please select one primary topic area with which your story aligns. You may then select as many secondary topic areas as you see fit for your story. We are only looking for submissions that align with these topics.

**Primary Topic Selection:**

- Event Experience Design
- Business Development & Operations
- **Leading Change**
- Big Data
- Corporate Events
- Exhibits & Trade Shows
- Medical Events
- Responsible Business Practices

**Secondary Topic Selection(s):**

**Event Experience Design**

- Mitigating cyber threats
- Protecting participants and your brand during an event crisis
- Developing a data-driven engagement strategy
- Measuring return on engagement
- **Generating and keeping raving fans of your brand**
- Creating a welcoming experience to draw international participants to your event
- Human-centered design thinking for event experiences

**Business Development & Operations**

- Influencing behavior to drive revenue using data
- The impact of mergers & acquisitions on business events in 2018
- **Strategic planning tools to advance organizational goals**
- Protecting your brand and attendees from discriminatory legislation

**Leading Change**

- **Gaining stakeholder buy-in for your ideas**

**Big Data**

- Data driven mass customization
- Event analytics for smaller budgets
- Biggest event data mistakes and lessons learned

**Corporate Events**

- Expansion & adoption of SMMs globally
- Articulate and maximize ROI based on corporate objectives
- Strategic networking to support a corporation's objectives
- Mergers, acquisitions and your SMM program

**Exhibits & Trade Shows**

- Creating excitement and buzz on your trade show floor
- Aligning exhibitors and sponsors with unique brand experiences
- Innovative trade show ideas from around the world

## Medical Events

- Implications of the revised EFPIA codes in 2018

## Responsible Business Practices

- Weighing the value of hosting business events against their carbon footprint
- Overcome event sustainability obstacles with design thinking
- Best practices for anticipating needs & minimizing food waste
- Responding to ethical dilemmas in the business events industry
- Establishing and enforcing an attendee code of ethics

## SHARE YOUR STORY:

### Title

Write a working title for your story.

Revitalizing a Stale Annual Conference

### Presenter(s)

If you're submitting on someone else's behalf include their name, title and organization.

Jane Smith, President & CEO, International Fictitious Association

### Organization Name

Include the name of the organization(s). If the organization featured in your story is a client please include the name. It is not necessary to confirm their participation before your submission is reviewed.

International Fictitious Association

### Event Location

Include where your event took place/the setting of your story.

Las Vegas, NV

### Event Size

Include the typical number of participants.

4,000

### The Characters

Identify all internal and external stakeholders involved

Our CEO, Meetings Team, Board President, Conference Committee

### The Challenge

Outline the objectives, strategy and implementation roadblocks.

Objectives: Increase the number of first-time attendees at our annual conference by 5%, incorporate fresh experience elements into a stale meeting, give committee/board sense of ownership in the decision-making process while getting buy-in for our ideas

Our annual meeting was ripe for change, as our program schedule hasn't changed in 10 years and we have the same awards gala that fewer people are attending in recent years. The gala is a very important tradition to the board president and conference planning committee but we're losing more and more money on it each year.

### The Resolution

Discuss outcome and metrics.

We created a separate budget line item for the gala so it was easy to demonstrate to stakeholders why the return isn't worth the investment. After getting the CEO on board with our plan to change the gala we presented 2 different options to the committee and Board President to consider. They didn't realize how expensive it was to

put on the gala and opted for a plated luncheon general session that incorporated the awards instead. By inserting this into the program during the day more were able to participate.

Cutting the gala from the event was a cost savings of \$15,000. We were able to save \$10,000 after putting \$5,000 towards enhancing the production quality in our General Sessions.

### **List up to three 'a-ha' moments**

Describe lessons learned that you did not anticipate from the onset.

- Budgeting and financial reports can be a tool to help drive change
- Making updates to your meeting doesn't necessarily mean a big price tag and it can take on a number of forms
- Ask "Why" 3 times to find an opening to make recommendations for changes

### **How would your story challenge participants to think differently about this topic?**

Many planners think that it has to be an all or nothing approach to getting buy-in to change up your meeting and it may take small but steady changes over time until a new regime is in place that's willing to give up control. You have to understand the reason behind why stakeholders are sticking with tradition over innovation. Once you truly understand why stakeholders are resistant to change you can craft your persuasive message accordingly. That principle can be applied to a large or small event, regardless of budget, that is looking to innovate but having trouble getting buy-in.

### **Include link to a speaking video below. [Optional]**

If you have a speaking clip we'd love to see it in order to get a sense of your presentation style.