

PRESS RELEASE

London, 22nd November, 2010

Internal meetings and conferences

‘Delegates need to take ownership of future conferences’. New report points the way to meetings of the future.

Conference communication and participative event design company EventExtra has just released a new report compiling the ideas and experiences of forty communication professionals on how to organise the perfect conference for the 21st Century.

The contributors, from across both the private and public sectors, gathered in London last week to assess both the bad and good elements of internal conferences and meetings, before going on to explore new and proven ways to create the perfect events of the future. The scope of their findings covered five topics: venues and hospitality, conference communication, workshop formats, presentation techniques and outcomes and effectiveness which included return on investment.

The free report **‘What makes for the perfect internal conference?’** is available now as a download from www.eventextra.net.

Workshops about workshops

As well as providing conference organisers with valuable insights and ideas, the event provided an introduction to the effectiveness of EventExtra’s twenty minute SpeedShop format. SpeedShops work on the principle that eighty percent of good ideas come out of only twenty percent of the time allotted, so why not just use twenty percent of the time normally allocated to workshops to achieve your objectives? That’s easy if you can identify which twenty percent is the most productive. EventExtra firmly believes that is usually the first and last ten percent of allotted workshop time. The first ten percent because participants are freshest and more open at the start and the last ten percent because their minds are more concentrated in reaching a cohesive conclusion and proposal.

Held last week in the London HQ of Mazars, the global accountancy group, EventExtra brought together members of the London Communicators and Engagement Group together with other communication professionals to prove the power of these high intensity, high output, twenty minute facilitated workshop sessions. There were three sessions across five parallel topic groups, each lasting just twenty minutes, and each participant able to make their own choice as to which groups to join.

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One hundred percent buy-in to outcomes

Each session set out to achieve one hundred percent participant buy-in before ideas could be carried forward and featured within the final report, and the format enabled participants to bring out their ideas and experiences within a highly dynamic environment. The final report combines all of the recommendations that gained the total support of all of the workgroups and are presented in an easy-to-digest check point format.

EventExtra Ltd is a joint venture company of Cordovan Branding Ltd, the internal brand alignment consultancy and part of the Cordovan Group, and Modcomms Ltd, the market communication and new media consultancy.

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Turn passive delegates into active participants **EventExtra**

What makes for the perfect internal conference?

Forty private and public sector communication professionals joined together in multiple high intensity workshop sessions, to design the perfect internal conference for the 21st Century.
Here's the result.

Hosted by Mazars, London, 11 November, 2011

New report – available by free download from www.eventextra.net