

# The Conference Organisers

WHITE PAPER ... FOR PROGRESSIVE BUSINESSES

Created by Colin Bockman **ICAN Consultants** m: 0418 318 799

*Outlining the missing links to the complete & successful outcome of Conferences*

## Background:

Conferences have 2 key components to their success. The first is the obvious, logistics etc.. which is commonly taken care of by an Event Organiser or in some cases by the company's internal people. (Often driven by the Marketing Department).

**The second is the little understood science of the Conference Content and how that content is selected, sequenced, delivered and supported by external expert presenters and/or activities etc.**

## Statement:

So why has the **content** become a science ... why isn't the buzz alone of going to a Conference and the information presented enough to have the delegates on-a-high ready to receive and take action ?

Because ...

- a) Over the years they (the delegates) have attended many Conferences and have become savvy as to how it all works, and so less inherently 'absorbent' of the material.
- b) The advent of PowerPoint has taken over and so most presentations 'look the same', thereby removing much of the individualism that was previously present.

**Winning delegates 'mind time' today, and getting their buy-in has become increasingly difficult, due to the rush-rush of our society and simply the horrendous overload of information we are forced to decipher, thereby cluttering our minds.**

*The approach of recent years to these combined issues, was to glitz the delegates so they would enjoy the experience; the outcome unfortunately, is greater Conference costs and even less take-up of the presented material ... but they had fun !!*

All this means that **Conference Content** has moved way beyond the process of a company Conference Committee, slotting internal speakers into time allocations of dubious order, and filling the gaps with external keynote speakers *to keep them on their toes*, have a laugh and ensure no one falls asleep.

**Now, a Conference is a science of communication**, which requires ALL the elements to be synergistically tied together with the focus on the overall desired outcomes. This 'consideration' is needed during the planning and rehearsal phase, and critically so during the delivery phase at the Conference. **Every presentation; it's timing & delivery mode, needs to be carefully set-up, and closed, to reinforce the message and link ALL the components together to focus on the desired outcomes.**

## The Solution:

**For Critical Conference Content Success**, the only real reason for having a Conference, appoint ICAN Consultants as your **Conference Content Specialists** – their one-stop Totally Unique Service ensures Conference Success !

# Overview of Services:

**Creative input by Colin Bockman...**

**Expert Management, Marketing & Sales Speaker, Facilitator, M.C. and much, much more**

- 1) 1 Hour Pre-Conference Design & Consulting advice on the proposed agenda ... evaluating the effectiveness of the process and commenting accordingly. PLUS the services of our Boutique Speakers Bureau to select and position the most appropriate Expert Speakers to enhance the Conference outcome.
- 2) Contact with all Speakers / Presenters to obtain set-up and introduction material
- 3) Construction of the detailed 'Content' Run Sheet, which indicates the sequential flow and outcomes.
- 4) Colin delivers a High-Impact opening keynote, creative links and introductions – Interactive workshops, panel discussions and summaries with actions.
- 5) Colin presents an Emotive Closing Keynote Address with specific purpose.

**Note:** This document is supplementary to viewing our web page  
**Solutions** – drop down box; Conference

**bockman.com.au**

## Consulting - Optional Additional Pre-Conference assistance:

We offer a unique service during a full day with the organising team ( at the embryo stage prior to an agenda being constructed ).

**Possibly the greatest value of this pre-conference service is imparting the knowledge that we have gained, due to our experiences as Conference Content Experts. Often times as we listen to the reasons why certain information is being presented at the Conference, or as to why a specific subject has in fact gained a place on the agenda, we are able to offer proven ideas or methods to assist in conveying that material to ensure maximum effectiveness of the Presentation.**

## Consulting - Optional Internal Speaker 'Vetting' Service:

At around 10 days prior to the Conference, Colin can sit through each of the Teams Presentations – listening to the material and delivery in conjunction with the desired outcome and then offer pertinent advice. This service was used by Bakers Delight (refer testimonial) to great effect.

## Opening Keynote:

Prior to, for example, the Managing Director addressing the group, Colin provides a Scene-setter opening presentation for about 20 minutes which is designed to get the group thinking laterally and "open" to better ways. The presentation includes –

- Thinking processes... to open the delegates minds to Better Ways.
- Continual Improvement...to excite the delegates to want to improve.
- For Franchise Groups, a blend of Franchisor and Franchisee responsibilities which are needed to have success ... to ensure the delegates realise "their" responsibilities.
- Ideas on how to make the most of the Conference from a note taking and "take-home" aspect.
- An overview of what they are going to experience...once again, preparing them for the material they are about to receive.
- Introduction of the MD ...so that the process is blended as one.

## Introductions, Links & Closes:

There are numerous introductions and links to be made throughout the Conference...in essence this is what Colin does.

- Each Speaker, or Presenter, or segment ( concurrent sessions) needs to be set-up as well as introduced so that the delegates are mentally prepared. This significantly influences their receptiveness to the material or their *buy-in* as we like to call it. Certainly this is where Colin, (the independent expert) can use material from other areas with great effect. We find that the set-up can in some cases be as important as the actual presentation content. This was a point made by Autobarn in their testimonial. ( our website Testimonials 1 ) ... We contact all presenters to establish their material "intention" and we ask them 3 questions
  - a) What are you going to TELL them ... inform them of
  - b) What are you going to SELL them...get their buy-in on
  - c) What OUTCOME do you want... have them go away and do or think differently about.
- The answers to these 3 questions enables us to position their presentation appropriately AND to close it effectively. Once again, as per the Autobarn testimonial.

**The set-ups, links and closes usually are timed at around 5 to 10 minutes each. During these times Colin is carefully reinforcing the theme and OR underlying ethical hidden agenda of a Franchisor or the Company itself.**

## Common Presentation components are:

- Manufacturing
- Marketing
- Distribution
- HR
- Product Managers
- Franchisees who have a success story to tell ?? Colin usually interviews these !!

Often these areas are also covered in the breakout workshops. Colin can position these *components* to reflect the theme and encourage greater attendance by the Delegates.

**Note: When we work with the program at its design stage we are able to assist with the most appropriate sequence of the components, (Presentations, Breakouts, Key notes, etc) this also enables us to schedule time in the program to summarise take-out from the workshops or breakouts. Getting the group to recognise that take-out is critical, requires allowing sufficient time in a plenary environment.**

## Trade Exhibition:

A Trade Exhibition can be open throughout the Conference with delegates visiting the exhibits during their lunch and coffee breaks and/OR as a timed component of the Conference.

Our experiences with running these has given us some quality knowledge. We have found that Exhibitors are generally NOT good at "Manning" their stand, as they tend not to be well versed in how to make the most of the precious time they have with the delegate, plus they tend to be very polite so as not to pressure or upset the delegates, which makes sense. Also the delegates tend NOT to be expert at making the most of their time with the exhibitors. To combat this we have designed a process which educates the Exhibitors and the delegates by giving them a set of fun rules to work with...the process breaks down the barriers and has the Exhibitors *Glad* they came. We believe that a successful Exhibition is when the Exhibitors are saying, before it is over " make sure we get a spot at your next Conference." These people often supply much of the funding for the Conference and can sometimes feel that their contribution has been fleeced from them as a necessary evil to keeping the business...this is not the way it needs to be. Incidentally, when they view their involvement that way it is reflected in the way they handle themselves at the stand. As an example, Colin has seen a number of Franchisors angry at their suppliers' attitude, ("They treat it as a holiday") when in fact this can be turned around 180 degrees.

Also we can introduce the group to a very effective "passport" system which ensures that ALL delegates go to every exhibit...this is more than the usual *get it stamped* system, we show both parties how to make this a real winner for everyone.

Colin provides a How-to segment early in the Conference, usually at the close of the first plenary session, to *educate* the delegates. Plus he gets together with ALL the Exhibitors prior to the Conference opening to educate them on how to *work* with the delegates and how to *work* the passport system

Closing point...we like to work with the client on the actual program and in conjunction with the number of exhibitors, to investigate the possibility of actually scheduling within the Conference specific time (beyond the breaks) for the delegates to visit the exhibition. When we have done this in the past the results have been exceptional. Once we have a better understanding of which exhibitors will be represented, how many and what their "offers" are likely to be, we are able to advise appropriately.

## **Concurrent Workshops:**

Depending on what these are directed at, how many there are AND whether every delegate is able to attend each one...there are many aspects of the role Colin Bockman plays to ensure the effectiveness of these components.

As mentioned previously, the set-up of them is critical, as is a form of summary in a plenary environment...it may be that the delegates pre-select prior to coming to the Conference OR they select which ones they will attend on the day OR they automatically get to attend each one. There are a variety of options.

**Needless to say, we are experienced in taking what can inadvertently be a situation of delegates attending 'info' workshops and turn them into integral components of the Conference with specific relevance to the theme. Colin can also run a Workshop on Management, Marketing & Sales Topics.**

## **Close ... Motivational & Inspirational Presentation:**

This is a crafted presentation which is planned in its content but also includes references to the Conference as it has evolved. The Presentation runs for 40 minutes and includes motivational aspects directed at the delegates taking specific actions. There is also an inspirational component of the presentation, which inspires the delegates to be the best they can...OF COURSE, the theme is reinforced.

We have a number of, after Conference follow-up options, that can be selected from...one of which can enable the Field Team to follow through with the Delegates / Franchisees on what they have decided to focus on in respect to improving their business.

## **Gala Dinner:**

Colin MCs the night and assists with the awards, giving the appropriate Executives the opportunity to be positioned correctly within the group. We offer considerable assistance with the content of the night, the flow, and as per the testimonial on the web pages, Colin can provide a great charity Auction with heaps of fun.

We are also familiar with appropriate entertainment so we can advise accordingly.

Working the night in conjunction with the Venue to ensure timing of the entertainment and the awards is a skill Colin has mastered over many years working with the diverse needs of the Band, the Chef, the importance of the awards and the other entertainment.

## **Your Investment in our Services:**

Conferences cost hundreds of thousands of dollars ... Colin's Services ensure return on that investment!  
YOUR INVESTMENT.