connect inspire reward

Synergy Design Group Pty Ltd
34 Addison Road, Manly NSW 2095
+61 2 9977 5546 connect@synergyevents.com.au
ACN 090 789 941

10 Key Elements in Planning a Successful Conference

No two conferences are the same. They vary with the people involved, your message, the venue, even time of day. Yet, *the process* for creating these unique experiences has to be rigorous, documented and repeatable. Without this, each event is just work experience for those involved - an interesting time but not terribly efficient.

It all begins with Understanding Your Needs. Our process then flows on - turning the ideas into action. As anyone who has attempted to organise their own conference will tell you, it is not as easy as it looks - there is a lot to it.

The overview below will help you understand how we do what we do . . .

1. *Project planning and development*



High level program development / Budget forecast / destination & venue assessment / Project management plan / resource & task allocation / plan & summary to client

2. *Destination and venue selection*



Supplier contracting & negotiation / accommodation & venue management / Site inspections. You receive a single document with a like-by-like comparison of each of the short listed venues

3. *Online registration and delegate data management*



All delegate information collected online and managed by us / Active interface with travel bookings / accurate delegate records

4. *Event marketing and promotion*



Communications strategy / event graphics & logo / teaser campaign / collateral creation and production / Speaker engagement and management / event website / Printing & signage / Gift sourcing & merchandising

5. *Travel management*



Integrated with overall event management / flexible and robust systems / fast response times to all delegate queries / price competitive

6. *Sponsorship*



Engagement criteria / Individual sponsor management / integration of sponsor messages with event marketing and promotion / on site sponsor acknowledgement

7. *Event logistics*



Supplier briefings, negotiation and management / Program structure, content and activities / Stakeholder and delegate care / Venue management / travel and transfers / Managing event tasks

8. Presentation design and staging

Innovative meeting technology / Audiovisual specifications / Event flow and scheduling / Speaker support / Presentation collation / Lighting design / Video production / Special FX / Photography / Onsite operations team

9. On site management

Manage program execution / team briefings / arrival & departure process / Hospitality / On-site delegate communications / Meeting & exhibition requirements / Gifting / Signage / VIP, speaker & sponsor management

10. Post event evaluation

Full debriefing with you / Post event survey / Budget finalisation and payment for all suppliers / Final financial reporting

Synergy's process for creating consistently successful conferences has been built over many years and is continually being refined to reach the ultimate goal - *Flawless Execution.*

synergy events

connect inspire reward