WRITING A POST EVENT REPORT*:*

Demonstrating ROI To Stakeholders

Written & Presented by:

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"Solving Business Issues With The Lady on a Harley!"

Speaker ~ Trainer ~ Facilitator

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Program Description:
Writing a clear and compelling post-conference (post con) is as important as the flawless execution of the conference. How do you structure a post-con so that the reader can find the information quickly? Are the conclusions and recommendations derived from the post -con accurate and clear? Report writing is an essential element in demonstrating return on investment (ROI) to senior management. In this session, different report structures and various elements that could be included in your post-con will be discussed.

Learner Objectives:
1. Identify the elements and structures of a post con report.
2. Assess the current business issue impacting the organization and the purpose of the report.
3. Evaluate the best method to showcase ROI to the stakeholders.

Meeting Professionals International Kansas City Chapter

Grand Street Café

Wednesday, October 17, 2012

About Michele

Michele is an experienced business leader and speaker delivering powerful programs inspiring attendees into action! She delivers forward thinking messages addressing current business issues in the areas of **marketing, self-branding**, and **leadership**.

Organizations appreciate Michele's passion and goal-oriented presentation style. She is a proven, valued strategic business partner with exceptional client relationship skills delivering on the return on investment. Michele's trademark—customizing every keynote, workshop, and retreat to meet the needs of the client!

She is an ad-hoc professor for the School of Hospitality Management at Kendall College and a frequent guest lecturer at numerous colleges. Michele is well known for her column *Forward Thinking,* and has been recognized by Meeting Professionals International as one of their top five speakers, a preferred chapter retreat facilitator, a strategic meetings management trainer, top recruiter, one of the seven Founding Chancellors "to comment on current business trends and deliver visionary leadership," and awarded the Hall of Fame by the Chicago Chapter.

Some of Michele's quality clients include Panduit Corporation, University of Wisconsin-Green Bay, Collinson Media, G-3 Technology Partners, Hyatt Hotels, Sunset Station Hotels, Texas Apartment Association, American Bus Association, American Association for Diabetes Educators, Louisiana Society of Association Executives, South Dakota Governor's Conference For Tourism, New York State Association For Continuing Education, Professional Convention Management Association, International Special Events Society, Financial & Insurance Planners Association, Society of Government Meeting Professionals, and other fine organizations.

Michele serves on the Board of Directors for the St. Martin de Porres House of Hope Women's and Children's Shelter in Chicago. She has a Master's Degree in Educational Administration and Leadership from Illinois State University where she also earned an undergraduate degree in Physical Education and Athletic Coaching while playing volleyball on a NCAA scholarship. In her spare time, Michele is a Rider Coach for Harley-Davidson's Motorcycle Training Academy and the Motorcycle Safety Foundation!

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Why Write A Post-Con Report?

1. Record history
2. Retain a conference
3. Eliminate a conference
4. Implement improvements and/or changes
5. Demonstrate your department's ROI
6. Demonstrate your ROI

Reports Are Written To:

1. Manage and control systems
2. Inform….."just the facts please"
3. Analyze information
4. Persuade others to change or move into action

First Steps First….

1. Goal of the Conference
2. Purpose of The Post-Con
3. Reader
4. Current Business Issue

CEO ROI Statements	Planner ROI Statements
♦ Grew the market ♦ Educated the market to a point.... ♦ Invested in demand building.... ♦ Planted seeds of awareness through.... ♦ Invested heavily in.... ♦ Combined media coverage with trade participation.... ♦ Utilized both personal and mass communications.... ♦ Built a database platform.... ♦ Built and managed relationships.... ♦ Repositioned the brand.... ♦ Developed relationships.... ♦ Developed a client relationship strategy as opposed to the machine gun approach.... ♦ Grew lifetime customers.... ♦ Focused on specific target opinion formers....	♦ Delivered a program on time…. ♦ Delivered an event under budget…. ♦ Lowered travel costs compared to last year…. ♦ Negotiated better hotel and air rates…. ♦ Increased revenues by $_____.... ♦ Increased in-kind donations by $_____.... ♦ Developed strong relationships with vendors…. ♦ Formed new relationships…. ♦ Maintained happiness among attendees.... ♦ Increased knowledge of organization…. ♦ Positioned the organization's brand image…. ♦ Provided community service.... ♦ Increased attendance from last year…. ♦ Recruited new volunteers…. ♦ Increased number of new volunteers…. ♦ Increased vendor participation…. ♦ Increased product donations…. ♦ Increased corporate sponsorships…. ♦ Increased recognition of event…. ♦ Membership doubled in one year….

"You must earn credibility, not expect it."

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Post-Con Checklist©

1. Presentation Style/Format:
- Bound
- Stapled
- E-mail - PDF
- Powerpoint - presentation
- Color/Charts/Graphs
- Format/Style:
  - Font *(12 point, consistency)*
  - Headings *(larger than text)*
  - Margins *(1")*
  - Page Numbering

2. Cover Page:
- Title & Date
- Brands *(Organization, Conference, Theme)*
- Your Name *(Title/Certification, Department*)

3. Table of Contents

4. Executive Summary

5. Statements:
- Vision, Mission, Brand

6. List Board Members, Executives

7. List Conference Planning Staff:
- Title/Certifications
- Department
- Roles & Responsibilities

8. Committee Members

9. Summary of Stakeholder Meeting:
- Names, Titles
- Date & Time
- Summarize purpose of the conference
- List goals and objectives
- Summarize program plan and theme

10. Project Timelines

11. Agenda

12. Conference Diary/Photographs

13. Market Analysis:
- Demographics
- Attendance
- Location
- Interests
- Types of attendees

14. Evaluation Summaries:
- Speakers, Handouts, Room Sets, Curriculum
- Tradeshow, Vendors
- Networking events, Entertainment
- Meals
- Overall conference

15. Meeting Planning Summaries:
- Contractual issues
- Travel, Lodging
- Risk/Crisis Management Plans
- Emergency Procedures

16. Post-Con Meetings:
- Site(s)
- Exhibitors, Vendors, Sponsors
- Attendees
- Stakeholders, Executives, Board Members
- Staff
- Planning Committee

17. Marketing Documentation:
- Publicity, newspaper clippings, press reports
- Save-The-Date Postcards
- Final Programs
- Photographs
- Testimonials
- Snapshots of website, banner ads

18. Budget Report:
- Describe procedures and activities
- Revenue and expense charts
- Attendee, exhibitor, vendor trends
- Buying decisions

19. Conclusions & Recommendations:
- Changes
- Industry trends

20. Appendix

"Leadership is about the journey."

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EXECUTIVE SUMMARY

Sentence 1:	State the goals of the conference.
Sentences 2, 3, 4:	State the specific objectives (SMART) of the conference.
Sentence 5:	State the value of the conference.
Sentences 6, 7:	Summarize the achievements, limitations, recommended changes, etc.
Sentence 8:	Explain the costs and writer qualifications.

EXECUTIVE SUMMARY EXAMPLE

(Goal) The 10th Annual Leadership Conference is a medium for delivering comprehensive education and networking opportunities to the association members, as well as, obtaining funding for industry research.

(Objectives) The three objectives were:

1. To offer 50+ workshops and concurrent sessions addressing the educational needs for members based on last year's skills assessment.
2. To provide five special events aimed at encouraging members to network in order to develop business relationships.
3. To host two foundation fundraising events with a goal of $2 million for industry research.

(Value) The conference allowed members to enhance their skills, build their business relationships, and contribute to the funding resource for future industry research. The first and second goals were achieved.

(Achievements, Limitations) The third goal of raising $2 million was accomplished, however, the return on investment will not be realized until the industry research is conducted, implemented, and measured

(Costs, Writer Qualifications) All related conference costs were covered by the sponsorships and registration fees with a noted 5% increase in profit margin; the most significant increase in our ten years of managing the annual conference.

"You want to be heard, be concise."

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EXECUTIVE SUMMARY EXAMPLE

(Goal)

(Objectives)

(Value)

(Achievements, Limitations)

(Costs, Writer Qualifications)

"The Meetings and Events Industry is a profession, not just a set of skills."
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Inspiring ~ Informative ~Interactive ~ Forward Thinking!

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Examples of customized topics

Marketing & Branding Issues

- Building Your Professional Identity: Self-Branding Matters
- Strategies For Remaining Indispensable At Work
- Market Trends: Changing The Way We Do Business
- Word Of Mouth Marketing
- Leaving Your Brand Around Town
- Power Of Informal Networks
- Destination Marketing: Attracting Business
- Successful Marketing Plan Strategies
- Post-Event Reports: Demonstrating ROI

Leadership & Change Issues

- Building Professional Relationships
- Managing Toxic People While Maintaining A Professional Work Environment
- Selling Your Ideas To Your Boss
- Portrait Of A True Leader: What It Takes To Lead
- Writing A Strategic Business Plan
- Grooming Leaders: Succession Plans
- Coach To Inspire Higher Performance
- Managing Generational Strengths & Needs Of Staff & Volunteers
- Making Meetings Work

For more information: www.micheleandco.com
Contact: (708) 710-7055 or michele@micheleandco.com

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TESTIMONIALS

"You will continue to learn long after one of Michele's presentations!"
Kevin Priger, Marriott City Center-Noble Investment Group

"An extremely articulate, highly ethical professional."
Andrea McGrath Kraft Foods

"Seen her presentations…. read her columns…. respect her opinions highly."
Sharon Marsh Medtronic

"Greatly respect her work…. and openness."
Amy Drotar, Polycom

"Knows how to engage the audience…. speaks from the heart and experience."
Karen Leland-Dolce Copeland Printing

"A valuable strategic experience vs. just another meeting."
Robert Grossman Creative Focus