

**The forum for conference organisers in the public sector.  
4<sup>th</sup> June 2007 – Round table discussions**

**Turning a good event into a great event!  
Little touches and WOW Factors**

- Good facilities
- Confidence in the IT support and back up.
- Confidence in staff at event.
- Opportunity to visit and run through details prior to the event.
- Not looking for WOW factor just an efficiently run event with confident staff and IT support.
- Expect things to go wrong but it is how you recover from them that you remember
- Good communication with delegates and providing practical and useful advice about roadworks, catering arrangements etc.
- Providing a signer for hard of hearing delegates.
- Providing pick – ups from central train stations
- Personalise items
- Post event questionnaires
- Floorplan of hotel or venue
- Tableplan for exhibition
- Welcome signage
- List of delegates attending for easier networking
- Sweets on tables
- Voting system – good to see feedback instantly
- Good food options including health options
- Water on tables
- Smoothie option as well as tea or coffee.
- Clear timetable so that delegates know what to expect
- Green message at the bottom of emails to avoid printing or using too much paper
- Correct spelling of delegate names
- Have a theme running through your event
- Try to get sponsorship for your event

- Include quizzes, icebreakers to introduce a bit of fun and get delegates to network
- Web-casting the event so that delegates who are not able to travel can watch the event from their desk
- Event organisation staff should wear distinguishing clothes such as coloured sashes so that delegates can easily identify them.
- Keep you best speakers to the end. It helps keep the audience interested and at the conference.
- Provide extra incentives to get delegates to attend.
- Table planning. It is a good idea to mix delegates so that they can meet new contacts.