

Conferences that WORK

CREATING EVENTS
THAT PEOPLE LOVE

ADRIAN SEGAR

Conferences That Work Creating Events That People Love

Ton Spil, Guido Bruinsma , Luuk Collou

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Conferences that Work Adrian Segar, 2010 Author and peer conference expert Adrian Segar shows you how peer conferences use innovative group process to not only generate the right conference sessions but also encourage meaningful and memorable attendee interactions Using insightful sidebars illuminating key details as well as real world stories illustrating important concepts he guides you step by step through his proven strategy for creating productive conferences The Power of Participation: Creating Conferences That Deliver Learning, Connection, that attendees love Back cover *Engagement, and Action* Adrian Segar, 2015-06-23 This is a book that should be OPEN on every meeting planner s or event marketer's desk and used every day Paul Salinger VP of Marketing Oracle In his bestselling book Conferences That Work Creating Events That People Love Adrian Segar taught readers how to design and execute remarkable conferences But this book focuses on improving meetings at a finer level the individual meeting sessions Today the most common reason that people give for attending face to face meetings is making valuable connections Yet time and time again networking is relegated to meals and socials outside the sessions and events are filled with lectures followed by a few minutes of audience questions The Power of Participation provides conference presenters organizers and marketers with a comprehensive toolkit of simple techniques for creating participative sessions that involve the audience in their learning Adrian Segar shows how you can turn passive attendees into active participants which boosts learning adds opportunities to meet and learn with peers during sessions builds community and engagement and improves desired action outcomes at your events Smart presenters and meeting organizers are integrating experiential learning and peer connection into their events This book tells you how to do it Buy The Power of Participation to learn why it s so important to incorporate participant action into every aspect of your event what you need to know to create a meeting environment that supports and encourages participation and when and how to use this extensive compendium of specific detailed techniques to radically improve your sessions and meetings

Winning Meetings and Events for your Venue Rob Davidson, Anthony Hyde, 2014-01-31 It provides a clear and comprehensive guide to the wide range of techniques required by sales and marketing staff to effectively win meetings and events business for their venue An easy to read manual setting out the most useful and relevant techniques in a coherent and logical manner
The Routledge Handbook of Business Events Charles Arcodia, 2022-09-08 A timely and up to date go to reference work for business events The Routledge Handbook of Business Events explores and critically evaluates the key debates and controversies inherent to this rapidly expanding subject of study and industry The volume brings together leading specialists from a range of disciplinary backgrounds and geographical regions to provide state of the art theoretical reflection and empirical research on management aspects as well as economic social and environmental impacts and external factors such as transportation The book incorporates the varied expertise of some 30 expert authors to provide a definitive collection of statements in this field accompanied by illustrative and engaging case studies embodying real life scenarios and

examples on an international scale This book is an excellent resource for students researchers and academics of Events as well as those of related studies in particular Tourism Hospitality Sport Leisure Marketing Business and Development Studies

Event Design Greg Richards, Lénia Marques, Karen Mein, 2014-10-10 Events are becoming more complex as their range of functions grows as meeting places creative spaces economic catalysts social drivers community builders image makers business forums and network nodes Effective design can produce more successful business models that can help to sustain cultural and sporting activities even in difficult economic times. This process requires creative imagination and a design methodology or in other words imagineering This book brings together a wide range of international experts in the fields of events design and imagineering to examine the event design process It explores the entire event experience from conception and production to consumption and co creation By doing so it offers insight into effective strategies for coping with the shift in value creation away from transactional economic value towards social and relational value which benefit a range of stakeholders from the community to policy makers Mega events small community events business events and festivals in eight different countries are examined providing an international view of social issues in event design A wide selection of current research perspectives is employed integrating both theoretical and applied contributions. The multidisciplinary nature of the material means that it will appeal to a broad academic audience such as art and design cultural studies tourism events studies sociology and hospitality Event Management: Meetings, Incentives, Conferences And Expositions Dr. Priti R. Nagal, Event Management Meetings Incentives Conferences and Expositions is a comprehensive guide to planning organizing and managing professional events in the MICE industry The book covers all essential aspects of event management including budgeting logistics marketing sponsorship risk management and post event evaluation It emphasizes the growing role of MICE events in business tourism and global networking With practical tools like checklists case studies and real world examples it equips students and professionals with the knowledge and skills needed to successfully manage corporate events exhibitions and conferences Ideal for learners in hospitality tourism and event management programs Event Planning Execution Covers each stage of event management from pre event planning and budgeting to coordination logistics and post event evaluation Industry Relevance Explains how MICE events contribute to business growth destination marketing and international networking Marketing Sponsorship Includes strategies for promotion branding public relations and attracting sponsors and stakeholders Stakeholder Management Discusses roles of event organizers vendors venues clients and attendees in successful event delivery Risk Crisis Management Provides guidance on managing legal financial Inside Live Events Bob Priest-Heck, Carrie Freeman Parsons, 2025-01-21 The environmental and logistical risks in events ultimate resource for learning how to design plan build and manage extraordinary events Events matter When people come together to share ideas they can forever change the course of progress No one knows that better than Bob Priest Heck and Carrie Freeman Parsons of the Freeman Company one of the world's leading event companies These two event pros have

seen firsthand the power of uniting people to explore innovative ideas grow businesses advance education improve the art and science of healing and create memories that last forever Inside Live Events lifts the curtain on how to create successful large events such as trade shows conferences expositions and business meetings This book explores a proven four phase design thinking methodology to help you create memorable experiences design moments and events that matter connect people who will change the world plan effective experience marketing Providing clarity expert guidance and essential resources Inside Live Events is an indispensable tool kit So whether you re an established event planner or new to this exciting industry get ready to learn absolutely everything you need to know from high level planning to the nitty gritty details from two of the top event planning experts Proceedings of the 17th European Conference on Game-Based Learning Ton Spil, Guido Bruinsma, Luuk Collou, 2023-10-05 These proceedings represent the work of contributors to the 24th European Conference on Knowledge Management ECKM 2023 hosted by Iscte Instituto Universit rio de Lisboa Portugal on 7 8 September 2023 The Conference Chair is Prof Florinda Matos and the Programme Chair is Prof Ivaro Rosa both from Iscte Business School Iscte Instituto Universit rio de Lisboa Portugal ECKM is now a well established event on the academic research calendar and now in its 24th year the key aim remains the opportunity for participants to share ideas and meet the people who hold them The scope of papers will ensure an interesting two days The subjects covered illustrate the wide range of topics that fall into this important and ever growing area of research The opening keynote presentation is given by Professor Leif Edvinsson on the topic of Intellectual Capital as a Missed Value The second day of the conference will open with an address by Professor Noboru Konno from Tama Graduate School and Keio University Japan who will talk about Society 5 0 Knowledge and Conceptual Capability and Professor Jay Liebowitz who will talk about Digital Transformation for the University of the Future With an initial submission of 350 abstracts after the double blind peer review process there are 184 Academic research papers 11 PhD research papers 1 Masters Research paper 4 Non Academic papers and 11 work in progress papers published in these Conference Proceedings These papers represent research from Australia Austria Brazil Bulgaria Canada Chile China Colombia Cyprus Czech Republic Denmark Finland France Germany Greece Hungary India Iran Iraq Ireland Israel Italy Japan Jordan Kazakhstan Kuwait Latvia Lithuania Malaysia M xico Morocco Netherlands Norway Palestine Peru Philippines Poland Portugal Romania South Africa Spain Sweden Switzerland Taiwan Thailand Tunisia UK Fun Works Leslie Yerkes, 2001 Yerkes offers tips examples and motivation to help United Arab Emirates and the USA readers their coworkers and their customers unleash the power of fun in the workplace Through real life case studies and interviews with dozens of leading authors and everyday people the author illustrates 11 principles of what she calls The Work Fun Fusion The Computer Supported Collaborative Learning (CSCL) Conference 2013, Volume 2 ISLS, 2014-04-23 The Computer Supported Collaborative Learning CSCL Conference 2013 proceedings Volume 2

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