Conference Design Tests

Are you organising a conference for your organisation or department? Here are some questions to help ensure you get the most value from your investment. In bringing together a large group of people, away from the hustle and bustle of business as usual, are you maximising the opportunity presented? What are your key objectives for the time together and will your design really deliver the event's purpose? These questions are a good test! Effective design is key to the success of this opportunity.

1. **How does the conference fit into a broader strategy?**
2. **What is the purpose of the conference?**
3. **Are clear objectives articulated?**
4. **Does the design fulfill delivery of these objectives?**
5. **Is this a participative event?**
6. **What will be different after the event?**
7. **Is the event part of data gathering to inform a decision? Or will decisions be made on the day?**
8. **Is a shared data base to be created so that people can make an informed decision?**
9. **Is there a commitment to act on what emerges, whatever that is?**
10. **Is there clarity about the exercises and questions asked of participants?**
11. **Is it positive and future focused?**
12. **Are there processes in place to ensure that everyone's voice is heard?**
13. **Is the whole system going to be in the room?**
14. **Is there a clear plan of action as to what you will do after the event to ensure that the energy and momentum is maintained and that people see the value in their participation ie things change as a result?**

If in doubt, please get in touch to arrange a free consultation to assist you in getting the most from your event.

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