THE AWESOME CONFERENCE DESIGN WORKSHOP

Us + you = an amazing plan for your best annual conference EVER

the so team

HELLO!

Nice to e-meet you! We're The So Team, a group of four creative collaboration experts who are driven by a mission to make the world of work more human.

We unlock the potential for positive change in organisations around the world, by delivering World-Class Training, Bespoke Consulting and Outstanding Events.

We have years of experience in creating the right energy and positive impact for awaydays, annual gatherings and department meetings. With our help, our clients run inspiring company events that ignite people's spirit and awaken imaginations.

Read on to find out how a Conference Design Workshop with us can help make your gathering awesome.

We're Tim, Matt, Liz and Mat and together we're The So Team

DESIGN YOUR BEST CONFERENCE EVER

The Awesome Conference Design Workshop will help you take your annual conference or event to a new level of amazing.

The day enables a group of stakeholders to work together, to create an exciting conference plan that's inspiring AND feasible to deliver, given your available resources.

It's an interactive, collaborative experience that will involve a series of creative techniques to help you see your event through fresh eyes, and create a brilliant end-to-end journey plan for your delegates and attendees.

This workshop is for you if:

- ✓ You're a department head or senior leader, and you know that you should be starting to get ready for your next department awayday/global summit
- ✓ You're that lucky person with a gaggle of senior stakeholders, and you've been tasked with organising the company's annual event
- ✓ You're an organising committee who are already working together, trying to come up with a plan that's different and exciting

Basically, if you're responsible for organising a company gathering, and you're determined to make this one stand out for the right reasons, then you need this workshop!

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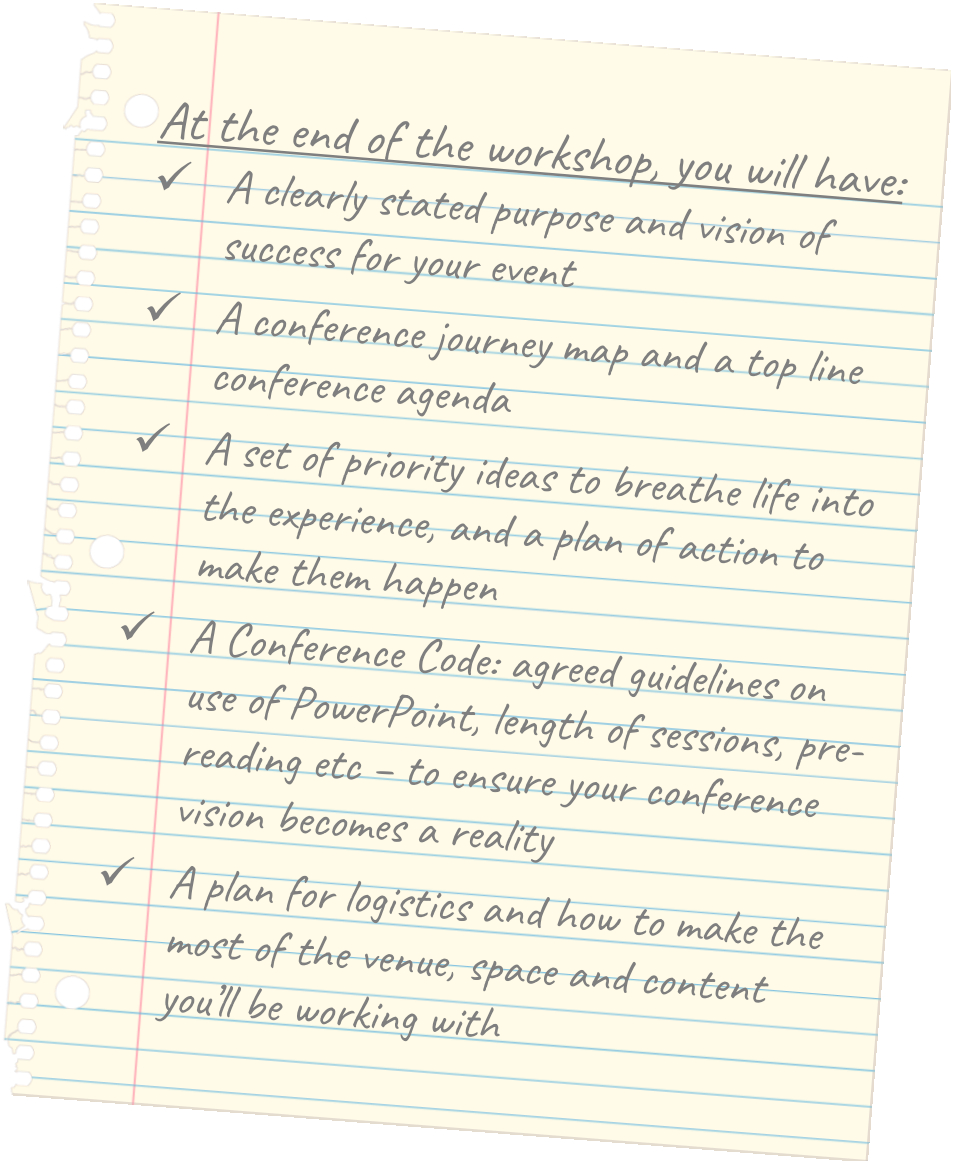
The So Team have proven themselves to be very professional, reliable, high energy and collaborative. They have a strong will to understand the business objectives, challenges and opportunities and ensuring that they set up the workshop to deliver the best results and outcome.

Philippe Mantelet,
Head of Technical Center of Expertise & Global Engineering Sr Director, UCB Pharma

HOW IT WORKS

Two So Team Partners will lead your team in an energetic and inspiring one-day workshop that will deliver:

- Clarity around conference objectives and the 3 key messages/takeaways for attendees
- A delegate journey that maps the end-to-end experience and highlights the key touchpoints for messaging
- A set of creative and fresh ideas for experiences throughout the delegate journey to bring the key messages to life
- An inspiring plan for location, use of the space, content, presentations, agenda, catering and more
- Alignment and excitement about the vision of success for the event



WORKSHOP DAYPLAN 0930-1600

Setting up the day	An interactive kick-off, sharing context on the day and its purpose, and some headlines to explain why we use our particular style and approach.
Visioning and planning	A set of creative exercises to focus on the desired conference outcomes: identifying the key messages you wish to communicate and tone of voice you want to create.
Audience personas	Defining the key delegate sub-groups and getting to know them better in terms of their knowledge, expectations and objectives
The Conference Journey	Mapping the key touchpoints from the delegate's point of view – from the invitation all the way through to the follow-up materials
Boosters and blockers	Zooming in on what's worked, and what hasn't, at similar events in the past.
Scoping new solutions	Idea generation to create the ultimate positive conference experience, that communicates your key messages.
Idea selection	Selecting the lead ideas to create the definitive Delegate Journey
Barrier-o-meter	Identifying potential barriers to delivery, and developing plans to avoid these issues from the start.
Agreeing the actions	Defining what happens next and who is responsible.

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FEES AND COSTS:
One Day Awesome Conference Design Workshop

Fees

Plan and deliver one-day workshop	= £8,000
Capture output in PowerPoint format	= £1,000

Costs – will include

Travel and accommodation as required	= tbc
Workshop materials	= £750

Good to know:

- *This workshop will be delivered by two The So Team partners, and is for a group of up to 10 people*
- *Venue hire and catering for the workshop is not included in this estimate.*
- *This workshop requires a room with a minimum of 80m2 floor space, with natural daylight and at least 10m2 of walls or windows on which paper can be attached.*
- *We are based in the UK. If overseas travel is required, then we may need to charge for travel time, depending on the length of journey.*

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WE BELIEVE THAT EVERYONE HAS THE ABILITY TO INNOVATE AND CONTRIBUTE CREATIVELY IN EVERYTHING THEY DO – AND WHEN PEOPLE ARE GIVEN THE FREEDOM AND SUPPORT TO CONTRIBUTE CREATIVELY THEY BECOME HAPPIER, MORE PRODUCTIVE AND THE ORGANISATIONS THEY BELONG TO PROSPER.

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