

HEAD LINE 2008

What makes an event **GREAT**?

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What makes an event **GREAT**?

- A unique blend of Experience & Expertise
- The Business Process made easier
- Where to start?

A unique blend of **Experience & Expertise**

- Destination knowledge and logistic & venue expertise
 - Where & when to go, how to get there, best way to buy?
- Business risk assessment - financial
- Corporate manslaughter – Health & Safety
- Value of CRS and the “Green” factor
- What is your plan B? – Are you insured?

The Business Process made easier

Research & Procurement

- Hotel group portals
- Amadeus group interface
- Star Alliance corporate portal
- Mid-office solutions

Communication

- Online Registration
- Event websites
- Web streaming & virtual conferencing
- It's all **GREEN**

Evaluation

- ROI
- ROE
- ROO
- Spend Management Systems

Where do I start?



- There is a wealth of information out there, you just have to find it!
 - Review companies who offer their services in a commodity based way
 - Use your association and other web-media for white papers and support
 - Some companies organise sessions in best practice
 - Use your suppliers to support you more

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Thank You

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