

Success is not just in the numbers

People attend corporate events for a variety of reasons: to network, to update their skills, to obtain specialised knowledge, or just to be seen.



All the efforts that are put into the creation of the platform conducive to the communication - the creation of riveting content delivered by a consummate speaker, backed by exceptional visuals and sound - is only part of the story. The duration of the actual presentation is short in comparison to the duration of the whole event.

It's what happens before and after the formal presentations that defines a social event.



If the people don't get on with each other, if they don't find each other interesting, if they can't share their new-found insight with each other, they're in for one long and boring evening. Not something you want linked to your Brand.

- Creating the environment that gets the ideas flowing is the art form of people who specialise in the audience and not the show.
- Professional Audience Relationship Management is skill way more than a process which starts with the invitation and ends with the thank you note.

Richard Wurman puts it so well in this extract from an interview in Harvard Business Review:

"When you plan a great dinner party, you consider carefully who you will invite – not everyone in your address book but people who spark smart conversations with and among each other and who don't spend all their time in their own little cliques. You want people to trust your taste and intelligence. You ask guests to talk about the delicious and unusual ideas they have that no one has heard about yet. You begin all the conversations with questions. You look for the cracks between disciplines – particularly finding out similarities and differences – because that's where good inspiring concepts come from."

There is not much difference between a dinner and a Corporate Event.

In fact, many Corporate Events include dinner and to be marooned for maybe the fourth time in a month, at a table of people with whom you have little or nothing in common is an exercise in futility.

- Success cannot be measured only in terms of attendance.
- Bigger is not necessarily better as success of a communication should be measured in terms of the conversion rate of an audience into a lasting community.
- Careful planning matches people who will get on together. It doesn't just happen. It is management of the relationship of the audience that gets people to build on each other's' experience and together create a unique event that can change behavior and deliver results.

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