

A Virginia Tech football player in a maroon jersey and white pants is running with the ball. He is being tackled from behind by another player in a maroon jersey and white pants. The background is a blurred crowd of spectators. The text "THE INN AT VIRGINIA TECH" is at the top in orange, and "HOKIE PLAYBOOK" is below it in large white letters with a black outline.

THE INN AT VIRGINIA TECH HOKIE PLAYBOOK

FOR

**MAXIMIZING MEETING
SUCCESS**

by: Laurie Bond

Hokie Playbook for Maximizing Meeting Success

Being a Hokie means leading teams to record-breaking wins.

Here are the 10 essential plays every Hokie needs to create peak performance events that score meaningful results.

1. Define Your End Game

You can't go full court press without determining your main meeting goal. What does victory look like at the finish line?

Example objectives:

- Increase enrollment by 10%
- Achieve 90% satisfaction rating on overall meeting experience
- 5 opportunities for high-quality networking with industry colleagues

2. Orchestrate Every Play With Intention

Every creative element and touch point should move you towards your desired results.

Venue

Securing a meeting venue should be your first and most significant event planning decision. Select a venue that will be a home run for both attendees and the program, plus offers the amenities and service to guarantee an impactful meeting experience.

Branded Details

Collateral, logos, stage design, and meeting invites all reflect your brand and facilitate driving your overarching message to the end zone.





Programming

Determine which topics and speakers would boost attendance, encourage dialogue and deliver the most value to participants.

Theme

Consider how your entertainment, décor and theme choices will work as a unified team to reach your main goal and garner cheers from attendees.

3. Transform Spectators to Engaged Fans

Audiences are more likely to remember and believe meeting content when they are emotionally engaged.

Storytelling

Turning information into easy-to-grasp stories can influence belief, inspire people to act and motivate change.

Humor

Turn to comedians, humorous speakers, local improv groups, and spoof videos to bring in a sense of play to your events.

Authenticity

Highlight real stories and poignant testimonials that will be meaningful to attendees.

Activity

Invite attendees to interact with speakers and each other to foster a strong, yet unscripted dynamic. Q&A panels, interactive breakouts, live polling, and mobile apps with social updates work well.

Video

Using a variety of elements (imagery, animation, music), video is a pattern interrupt and can be repurposed for post-event marketing.



4. Stay On Top of the Game In Real-Time

Listening in on social media allows meeting planners to immediately run interference and solve problems during the event. This also gives insight on general patterns of engagement, which can help to drive registrants to future programs.

5. Tally Up Your Scores & Measure Performance

Survey attendees before and after event for an accurate assessment of attendee experience. Other meeting metrics may include new client leads, product sign-ups, overall attendance, information retention and engagement post-conference.

6. Keep Your Audience Abuzz

Continue to motivate and emotionally engage attendees and stakeholders after the event is over. While it's nearly impossible to achieve the same levels of energy from the event itself, deliver relevant messages throughout the year to continue leveraging the meeting's influence.

While events are powerful for showcasing your brand and driving engagement with core audiences, not all hit it out of the park. If you want to raise your game, make sure planning staff is in alignment with your vision, have anticipated all the essential plays for maximum success, and are working as a team to get to the finish line.

**Ready to huddle and raise the game?
Let's connect and get the team together.**

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Resources

Event Manager Blog: Power of Events

<https://www.eventmanagerblog.com/power-of-events>

Maritz Global Events: 8 Phases of a Successful Event

<https://info.maritzglobalevents.com/event-design-ebook>

IACC Online: Essential Elements for Measuring the Meeting Experience

<http://www.iacconline.org/iacc-blog/essential-elements-for-measuring-the-meeting-experience>

Cvent: Craft a Successful Event Strategy

<https://blog.cvent.com/events/create-successful-event-strategy/>

BizBash: Dos and Don'ts of Employee Events

<https://www.bizbash.com/dos-and-donts-of-employee-events/boston/story/30572#.XFopHM9KgWp>

IACC Online: Eat, Drink, Succeed – Seven Tips To Make Your Meetings More Engaging

<http://www.iacconline.org/iacc-blog/eat-drink-and-succeed-seven-tips-to-make-your-meetings-more-engaging>

Velvet Chainsaw: The Future Conference is About Increasing Attendee ROI

<https://velvetchainsaw.com/2015/09/03/the-future-conference-is-about-increasing-attendees-roi/>

MeetingsNet: 5 Strategies for Planning the Perfect Event

<https://www.meetingsnet.com/blog/5-strategies-planning-perfect-event>

INC Magazine: How to Get the Biggest ROI Out of Your Event

<https://www.inc.com/ilya-pozin/how-to-get-biggest-roi-out-of-your-event.html>

Meetings & Conventions Magazine: Return on Investment Meetings

<http://www.meetings-conventions.com/News/Features/Return-on-investment-meetings-ROI/>

