

# Meetings & Events

*Connecting people. Generating success.*

Gathering industry professionals together facilitates learning, boosts morale, provides valuable personal interaction, and promotes brand recognition and company mindshare. Yet, organizing a seamless meeting or event is not as simple as it seems. It's all a matter of asking the right questions.



## Why do I need a Meeting/Event?

- Build loyalty
- Strengthen relationships with employees, customers, channel partners, etc.
- Improve employee morale and/or promote camaraderie
- Inspire the exchange of new ideas
- Training
- Team building
- Celebrate milestone
- Product launch



## How do I choose the right type of Meeting/Event?

When choosing the type of meeting/event to implement, you must have a clear understanding of:



### Your objectives and goals

What's the business reason for having a face-to-face exchange? And what do you hope to get out of it?



### Your audience

Who's your target audience and what kind of a meeting/event format best suits them?



### Your budget

In most cases, you'll need to have a set budget for your meeting/event in order to get it approved by your internal finance/procurement/sourcing department, it also makes sense so that you aren't spending more than you need to.

## How does a Meeting/Event work?



**Select** a destination/venue that (a) fits your budget and (b) is the most appropriate for your specific type of meeting/event



**Understand** the importance of building an agenda and providing content that attendees will find valuable, and well worth the cost of attendance



**Communicate regularly** and with consistent messaging about the meeting/event



**Make sure attendees** leave the meeting/event feeling like they gained something from attending



**Analyze** survey results and modify meeting/event to enhance success in subsequent iterations

## Insider tips for planning/executing a successful meeting/event:

### **Make it easy**—

Ensure pre-trip, trip, and post-trip experiences are as seamless and simple as possible

### **Content is king**—

Dedicate resources to ensure the event content is clear, concise, and valuable

### **Mix business with pleasure**—

The best meeting/event agenda will include a mix of education, fun, and time at leisure

**Don't forget to get feedback**—Invite attendees to share their thoughts about the meeting/event, and be prepared to take action with the results

## How will HMI work for you?

When you call on HMI for incentive solutions, we make your success our top priority. We promise you a dedicated partnership offering full-service performance improvement that honors your trust, values your collaboration, and takes you where you want to go.

The key to achieving success and keeping our promise to you is the **HMI Excellence Approach** – a four-stage process to ensure excellence and lock in results.



Founded in 1980, **HMI Performance Incentives** is a global leader in designing and implementing effective incentive strategies. We partner with you to create programs that increase sales and market share, accelerate customers' purchase frequency, strengthen brand loyalty, support product launches, differentiate channel strategies, and drive customer/employee engagement.

**Ready to go?**  
**We're here to help.**

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