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**THE HOW TO GUIDE
TO RUNNING YOUR BEST EVER
SALES CONFERENCE**



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Introduction

Sales conferences are great opportunities to

- ✓ Reward staff
- ✓ Say 'thank you' and publicly acknowledge achievements
- ✓ Set targets
- ✓ Showcase new products
- ✓ Introduce new services
- ✓ Motivate staff for the year ahead

A great venue can make a major difference to how the team feels, how they respond and how they act when back at work.

Based on years of expertise, these 12 steps show you how to run your best ever sales conference!



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1. What are your **objectives?**

What do you want to achieve?

- Impress the management team, share news, or motivate a sales team from different countries?
- Always start at the top and create specific objectives that you want to achieve.

2. How many people are involved?



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If you are hosting an event for 1,000 you have different needs than a smaller group of 25.

- From the start work out how many people are involved and if there is a partner option.
- When you know your delegate numbers you can narrow down your venue search.



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3. **When** is the right time?

Some businesses deliver 80% of their work in the last quarter of the year.

- This means their ideal conference does not take place in October!
- If you have flexibility with the time of year or days of the week, you have more options.



4. **How long** is your event?

Some conferences are 2 or 3 days when delegates travel from many locations.

- Consider the time needed to ensure your delegates are rested before the conference starts.
- This may mean require venues with overnight accommodation that are close to transport links.



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5. **Where is your event?**

Depending upon your objectives, the number of people and the timing, you have options to hold your special conference in different countries, not just different towns.

6. What **equipment** is needed?



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Presenters have different styles.

Some want autocues and when speaking to 1,000 people this is ideal.

- Others request backlit presentation systems.
- Check the venues on your shortlist have all the kit you need – and a technical expert on site to set up and run through rehearsals for you.

7. What does the venue **look like?**



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There is nothing worse than arriving at a venue that is set up theatre style and you've requested cabaret style.

Make sure you liaise very carefully with the venue so they meet your exact requirements.

8. Who is managing the catering?



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Today we live in a world where special diets include; Dairy Free, Gluten Free, Healthy Options, Low Potassium, Low Sodium, Sugar Free, Vegetarian, Vegan, nut allergies and religious options.

- How many breaks, how long have you got and what dietary requirements are needed?
- What style of service do you require; there are various options that achieve different objectives
- Conferences are often remembered for the food, so it is essential to get this right!

9. What help do you need before the conference?



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Organising 100 people to attend an event is no small feat.

- Decide early on if you need extra help to manage pre event delegate registration, speakers / exhibitors, event and catering logistics, risk assessment, delegate packs and allocating better rooms to your star performers.
- Venues have great teams but they are often managing many guests and may not be able to deliver maximum attention to detail to YOUR event

10. What help do you need during the conference?



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Whether you've got 50, 500 or 1,000 turning up on the day, consider how you will register the delegates, move them from one place to another and ensure they have the paperwork you wish to share.

Asking the admin team to pitch in does not always work – unless they've had event management training.

11. What is the **daily agenda**?



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Each day may have a different agenda.

- Who will manage this, make sure it is running on time and that the objectives are being achieved?
- Who is your contact person at the venue?
- Is the same person on shift for the entire event or will you end up explaining what you've asked for to 5 or more people?

12. What are the **take-aways**?



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Every event has a take away or goodie bag.

- Who will collate the information, and add the USB sticks and other items to the bags?
- Who will distribute these and when?
- Advance planning will enable you to enjoy the event

And finally



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Make sure you capture feedback!

*Find out what worked –
and what didn't,
so the next event will be even better.*



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Need a venue?

Are you looking to organise:

- ✓ Sales conference
- ✓ New product launch
- ✓ Business promotion
- ✓ Staff meeting
- ✓ Training session
- ✓ Workshop
- ✓ Road show
- ✓ AGM
- ✓ Team building
- ✓ Assessment centre

Ellis Salsby team has many years' experience in finding the best venue for your event, your location and your budget.

Whatever your Event



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We find venues for events

- ✓ Meetings
- ✓ Training Courses
- ✓ UK & Overseas Conferences
- ✓ Road Shows
- ✓ Team Building Days
- ✓ Dinners Dances
- ✓ Seminars
- ✓ Assessment Days

We organise every detail

- ✓ Projectors
- ✓ Full AV Kit
- ✓ Themed Rooms
- ✓ Entertainment
- ✓ Speakers
- ✓ Delegate Registration
- ✓ Overnight accommodation
- ✓ Transport

Why Ellis Salsby?



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Before, during and after our events, our clients have told us that they feel:

“Comfortable, knowing you’re managing it for us”

“Delighted you’re on board to deal with any issues”

“Happy with great feedback from delegates”

“Confident that Ellis Salsby manage the lot”

Contact Ellis Salsby Ltd



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**Really
Successful
Events**

