

CAMPFIRE 1 COMPELLING EVENT CONTENT CREATION

HAVE A **VISION** AND **OBJECTIVE** CONTENT TO YOUR **CONTENT**

GUIDE YOUR **STAKEHOLDER** AND **SPEAKERS** ON MAKING **CONTENT** MORE **INTERESTING**

LOOK OUT, MAKE MISTAKES AND **LEARN QUICKLY**

FAY MERRICK
GLOBAL EVENTS MANAGER

CAMPFIRE 2 MASTERING HYBRID EVENT SUCCESS

MATT FRANKS
GROUP DIRECTOR OF EVENTS, DRPG

THINK CAREFULLY ABOUT TECHNOLOGY, WHAT DO YOU NEED IT TO DO? WHAT FUNCTIONALITY IS ESSENTIAL AND WHAT'S A NICE TO HAVE?

BE CLEAR ON YOUR OBJECTIVES AND WHAT YOU ARE TRYING TO ACHIEVE BY DOING A HYBRID EVENT

TAKE THE TIME TO LISTEN TO YOUR AUDIENCE AND THEN MAP OUT THE DIFFERENT AUDIENCE JOURNEYS

CAMPFIRE 3 HOW TO ORGANISE AN EFFECTIVE ROADSHOW/EXHIBITION

WALK IN THE **SHOES** OF YOUR VISITOR

PLAY THE **NUMBERS GAME**

CREATE **MEMORABLE** MOMENTS

RICHARD BURNHAM
VICE PRESIDENT, TEAM MANAGER - EME EVENTS, BARCLAYS

CAMPFIRE 4 HOW TO BUILD YOUR PERSONAL BRAND

BECOME MORE **CONFIDENT** + BUILD YOUR **NETWORK** + GET A **MENTOR** AND BUILD YOUR BRAND

MAX FELLOWS
CO-FOUNDER, ELEVATE

CAMPFIRE 5 HOW TO ARTICULATE THE NEED FOR AN EVENT AND WHY?

UNDERSTAND THE STRATEGY, WHAT YOU ARE TRYING TO DELIVER AND THEN CHOOSE THE SOLUTION(S) TO SERVE THIS BEST

TAKE A STEP BACK, AVOID COMING IN WITH PRE-DECIDED PREFERENCES AND THINK ABOUT THE BEST SOLUTION FOR THE FORMAT

BE CLEAR AND CONCISE - DON'T OVER-COMPLICATE

BARRY WALSH
MARKETING MANAGER, EVENTS & EXPERIENCES, HSBC

CAMPFIRE 6 HOW TO ORGANISE A LEADERSHIP EVENT

UNDERSTAND THE DIFFERENCE IN **INTERNAL LEADERSHIP EVENTS** VS **EXTERNAL LEADERSHIP EVENTS**

BALANCE THE IMPORTANCE OF **CONTENT** VS **PHYSICAL NETWORKING**

A **CHANGE** OF APPROACH IS **ESSENTIAL**

CAROLINE WILLIAMS
EVENTS LEAD, UK & GLOBAL, CLIFFORD CHANCE

CAMPFIRE 7 MANAGING AND EXCEEDING STAKEHOLDER EVENT EXPECTATIONS

UNDERSTAND **THE BRIEF** AND DELIVER AGAINST IT

CLEAR AND CONCISE COMMUNICATION FOR THE WHOLE TEAM NOT JUST YOUR **EVENT TEAM**

POST EVENT MAKE SURE YOU SHARE FEEDBACK AND KNOWLEDGE - IT'S ESSENTIAL

ALICE BAILLIE-LANE
FUNDRAISING CAMPAIGN MANAGER, GLOBAL'S MAKE SOME NOISE

CAMPFIRE 8 THE MONUMENTAL TASK OF EVENT ORGANISATION FOR 1,000+ GUESTS

LARGER EVENTS MEAN MORE COMPLEXITY AND MANAGING DIFFERENT TEAMS

ASK YOURSELF... HOW CAN I DO THAT AND WHY SHOULD I DO IT?

LEARN LEARN LEARN

CANDICE KASS
CONFERENCE PRODUCER, BRITISH MEDICAL JOURNAL

THE GOOD, THE BAD AND THE UGLY

CAMPFIRE 9 SURE FIRE SECRETS TO NEXT LEVEL CONGRESS MANAGEMENT

ORGANISING CONGRESSES IN A HIGHLY REGULATED ENVIRONMENT

GAIN INSIGHT INTO MANAGING **MULTIPLE** STAKEHOLDERS

DISCOVER SOME **SECRETS OF SUCCESS**



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ICE CONFERENCE
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AMANDA WHITLOCK
GLOBAL DIRECTOR OF STRATEGIC EVENTS AND EXPERIENCES

SANDY BHADAL
COP 26 GROUP PLANNING & EVENTS



THE METAVERSE IS A PLATFORM THAT CAN BE USED TO DELIVER OUR SERVICES AND SOLUTIONS, BE CREATIVE AND USE IT IN YOUR OWN WAY

IF A SPECIFIC TECHNOLOGY IS REQUESTED RATHER THAN THE END SOLUTION ITSELF, WE SHOULD ALWAYS ASK WHY?



NICK FAGAN
HEAD OF TECHNICAL INNOVATION AND SPECIAL PROJECTS

ALPA GHAS
PREVIOUS WORLDWIDE CONGRESS MANAGER