

ATELIER/WORKSHOP 7 (English)

Round-table Discussions: Exchanges between Special Event Planners on Hot Topics

Modérateur : Johanne Leduc, AstraZeneca Canada Inc.

Summary:

Peer-to-peer Round Table Discussion: Share your views, questions or concerns in an open forum and an informal setting. Attendees will have an opportunity to address hot topics Special Event Planners are facing in today's new economical world to retain current client base and acquire new ones.

Topics for discussion:

Abusive RFP's:

- Are you spending a tremendous amount of time and effort in the preparation of your RFP's?
- Are you truly meeting your clients' objectives from the get go?
- Is it getting more difficult succeeding and making your clients to commit fully?

Best Practices:

- What are your biggest challenges and hurdles in achieving ultimate customer satisfaction?
- How do you measure your successes with your clients? How do you address a "so-so" experience?
- How to maximize the 'wow' factor in today's economical realities?
- Are you willing to make a smaller profit in order to gain/retain a relationship with your clients?

Winning Formula:

- What do you do to truly get to know your new potential clients?
- How do you know you have sealed the deal?
- Do you believe in networking and sharing information with your competitors?

Best Supplier:

- Are you willing to partner with another Special Event Company to ensure successful events?
- How do you become a 'Preferred Supplier' with large corporations?
- Do you abide to a 'Code of best practices', do you have a mission statement?

All of these questions will be discussed altogether in a smaller group setting. It is suggested that you come to the session prepared. You can address your own set of questions and solutions based on these subjects. The entire session will be recorded and all comments will be shared back to you post-meeting.

Biography:

Johanne Leduc is a senior meeting planner as well as a trained translator. She has been working for one of the largest pharmaceutical company in the world, AstraZeneca Canada Inc., since 1998. Ms. Leduc has a wealth of knowledge and experience of the hospitality and meeting management business acquired over the last 19 years, by occupying various positions in the marketing, production and meeting management fields at a variety of blue chip companies such as Bell Mobility, Hewlett-Packard and AstraZeneca Canada Inc. A member of MPI since 1999, she has recently moved back to Montreal from Toronto, and has joined the Montreal Chapter's Professional Education Committee in 2007, in order to be an active member of the chapter, and to have a voice in identifying current educational and developmental requirements, that are beneficial to us all. Her experience in working with a substantial number of Special Events Companies over the years will be valuable in moderating this session.