

STRATEGIC TOOLS TO SUCCESS

Five Tips to Get Recognized by Your Executives

So how do you get there? Show your company or clients how much unharnessed potential lies within the events department. Here's how to earn that seat as an event strategist.

1. Always start with the end in mind. What are the event's goals? Are they SMART- Strategic, Measurable, Actionable, Realistic and Timely?
2. Once the goal is understood, make sure *everything* you do brings you closer to achieving it -and I mean everything. For instance, if the event's goal is to build camaraderie among members of an organization, plan for some of your meals to be buffets, which encourage socializing, or bring in a chocolate fountain so folks are in a relaxed setting, having fun, sharing an experience and more likely to start a conversation.
3. Team up with other departments in your organization. Do you know the head of procurement? How about corporate travel? Connect with the people who can help champion your cause and align with them to further theirs. Find out who your company's largest suppliers are and see if there are ways to leverage your corporate spend against what you need for your event. For example, does your company cafeteria's foodservice vendor serve the venue you're using and could it offer a discount? Which hotels does your corporate travel team use to put your sales team up at when they're on sales calls? Next time you choose a location, target that hotel chain and leverage the corporate spend against your event to negotiate discounts.
4. Write it all down. Document strategic decisions you've made and cost savings you've captured, and provide a post-event report to key players in your organization, including the friends you've made in procurement, travel, marketing, etc. Also include metrics on data you have collected on the event meeting, its goals and its ROI.
5. Market your success. Once it is understood that you are a vehicle to furthering the company's goals, that you are leveraging spend and returning dollars to the budget, congratulate yourself. You are no longer a party planner; you're a valued member of the team.



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