

SEMINARS



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10:00AM

SUSTAINABILITY

Progress not Perfection – Live Sustainability Case Study of The BNC Show

Join Danielle Ward from reWARD Events, Pauline Beattie from Conference Care and Alec Mumford from The BNC Show as we drill into the sustainability considerations for this year's event live and uncensored! As event pros we have a fantastic opportunity to touch every industry, so let's learn, share and change together, in a bid to make every event a sustainable one!

13:00PM

CONTRACTS

Successful Contract Management for Event Professionals

Prices are rising in many areas and some are finding new ways to claw back profits lost over recent hard times. It is therefore a greater challenge than ever before to achieve the right balance between seller and buyer. In this session, Julianne Johnson will share the strategic procurement practices which can be applied successfully to the world of events, including tender processes, negotiations, SRM and techniques.

11:00AM

TECH

Your Total Event Programme: How Hybrid Looks from Here

Ok. We're two years in, so now what? Which hybrid skills do we ditch and which ones do we embrace? Should we be upping our game to improve both types of events - or focus purely on messaging and marketing to get our audiences back into venues? Whether we're 'team hybrid' or 'team live,' a new look at marketing tools and event technology is always beneficial – as is finding new ways to excite and capture audiences' attention. Our panel of event experts talk tech: including past challenges, current gains and the future of live events v hybrid.

14:00PM

MARKETING

Events: The Channel Your Marketing Strategy MUST Have

In today's digital-first world, business leaders sometimes forget the power of events to build brands and drive demand for a business. As event professionals, this impact is obvious; however, communicating the importance of events isn't always easy – particularly in organisations that live and die by online tactics. For marketing leaders, using all the channels available will enable your company to leverage all touchpoints to engage your customers. In this session, we'll discuss ways to create a stronger customer experience and share actionable tips on how to articulate the importance of events and experiences as a key driver of growth.

12:00PM

ENGAGEMENT

Snapshots: Capturing Real-Time Attendee Feedback to Strategise Your Future Events - On A Budget

Sustainability-conscious event managers have replaced paper post-event feedback forms with electronic ones. However, studies show that responses aren't as substantial as they used to be. Another option is to capture live experiences and feedback with an App - but that comes at a price. So what are the sustainable, yet budget-friendly, solutions?

15:00PM

ENTERTAINMENT

Entertainment – Better Safe than Sorry?

Here we look about how to choose the best acts for your events - the variety of different ways you can book acts that are outstanding and different without great risk. Also we look at the ways entertainment can really increase the 'memorability' of your event.