

HOSTING MEETINGS & WORKSHOPS

- Be sure to select a location that is well suited for meetings or workshops, allowing space for displays if necessary and flexibility when configuring tables.
- Create a relaxed yet professional atmosphere
- Provide beverages/snacks for breaks, if facility allows
- Have a sign-up sheet available at the door, this is an opportunity to add new contacts and potentially generate new customers (see sample)
- Also provide materials for the meeting or workshop as you greet guests and they sign in
- Name tags are also an option for larger gatherings
- Make proper introductions at the beginning of the event, as well as the goal of the event
- Ask for feedback, share your email or offer a quick survey, to assess your success