Optimizing meeting attendance

Activity description

- Conferences are a good opportunity to network
- Attendees often include:
    - journalists
    - medical professionals
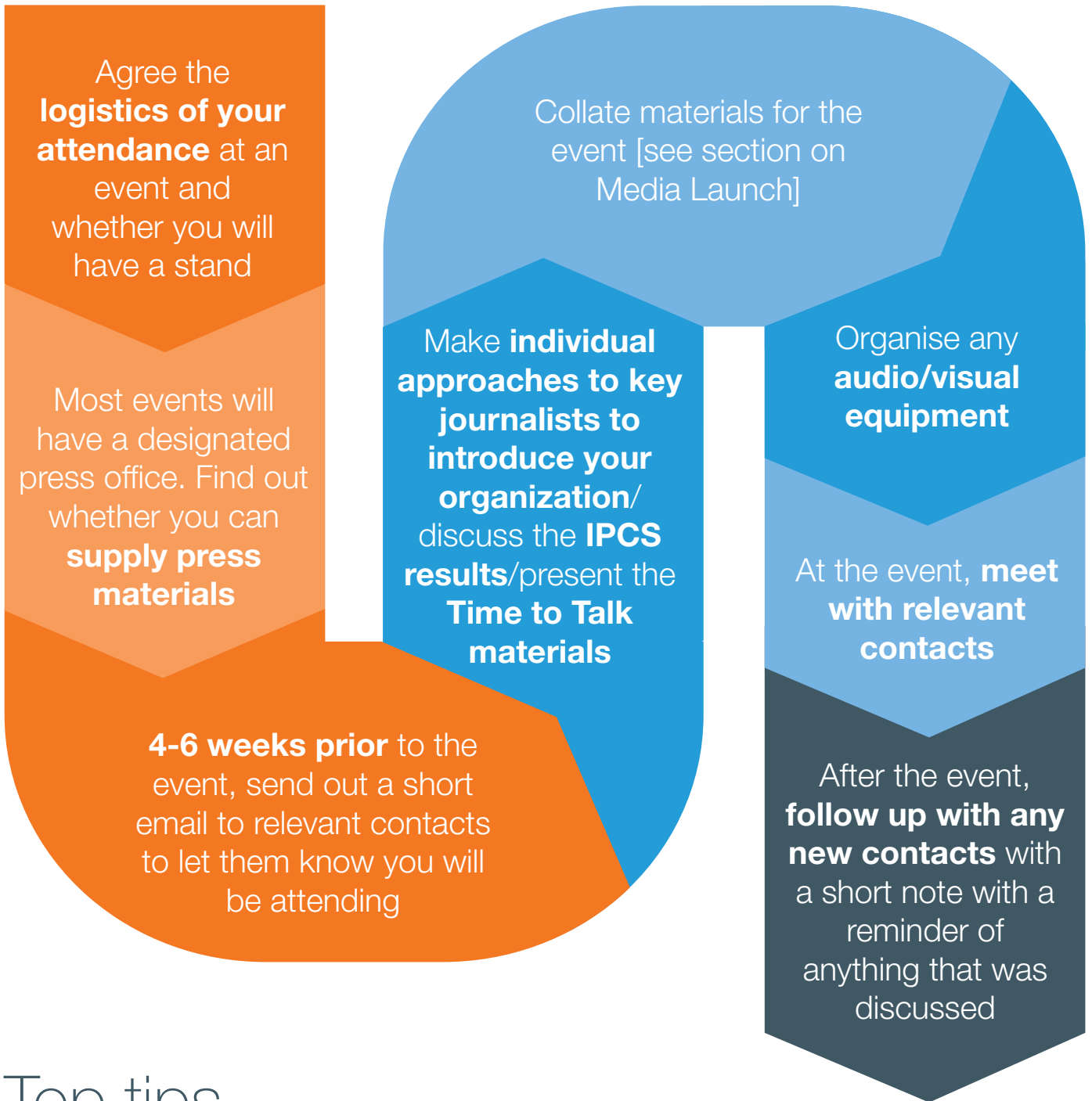   - other support groups

Target audiences

These could include:

- Members of your organization and members of the public in general
- Relevant media – see full list of relevant media in 'Media launch' section
- Healthcare professionals
- Other stakeholders – see full list of potential stakeholders in 'Stakeholder mapping' section

Key considerations

- Maximizing your attendance at meetings requires the following approach:
    - ensure the maximum number of people are aware of your presence at the event
    - attract as many as possible to visit your stand (if you have one)
- **Publicize your attendance** before and during the event and follow up with useful contacts afterwards
- If you have a stand, ensure that your organization's logo is clearly visible and that it is manned at relevant times
- Specific reasons to visit your stand could be:
    - giveaway dialogue tools or Time to Talk materials
    - video version of the dialogue tool playing at your stand

Key steps

Agree the **logistics of your attendance** at an event and whether you will have a stand

Most events will have a designated press office. Find out whether you can **supply press materials**

4-6 weeks prior to the event, send out a short email to relevant contacts to let them know you will be attending

Collate materials for the event [see section on Media Launch]

Make **individual approaches to key journalists to introduce your organization**/ discuss the **IPCS results**/present the **Time to Talk materials**

Organise any **audio/visual equipment**

At the event, **meet with relevant contacts**

After the event, **follow up with any new contacts** with a short note with a reminder of anything that was discussed

Top tips

After the event, hold a **'debrief'**. What went well? What can be done better? Would you attend again?

Make sure you have **enough staff** on hand to deal with enquiries and to maximize opportunities