

International Conferences

- Arrive in the afternoon the day before the event so ensure that bedrooms are ready for your guests and everything is organised as planned. Consider early check-ins for those guests that are travelling from a far and arriving early. A bedroom ready and waiting for them will be much appreciated.
- Consider offering private transfers. Guests always feel reassured knowing that their transport is pre-booked and avoids anyone becoming a victim of taxi touts!
- Ensure branded check-in desks for large groups and a corporate welcome desk for all sized groups to ensure guests have all the information that they require and that the service feels more personal.
- Branded gifts are always a lovely touch. Remember to consider that some guests may want to avoid checking in their luggage, so ensure liquid gifts stick to the 100ml limit. Some brands prefer to give their delegates gifts at a gala dinner as this avoids room drop-off charges. This may be something you want to consider.
- Informal welcome drinks and dinner for your guests. Think about taking your guests to a local restaurant to give them the opportunity to get out of the hotel and see your destination city. If there is not time in your itinerary for a local tour, then perhaps incorporate a mini sightseeing trip on your way from hotel-restaurant.
- This may be the first time that groups are meeting each other; ensure that guests are offered name and job title badges. It may also be a good idea to offer a buffet dinner option to encourage guests to mingle.
- The welcome dinner shouldn't end too late, most guests would have travelled for much of the day and be tired. The last thing they want is to stay out all night when they have a conference starting the next day.
- Guests will often arrive for breakfast at the same time, so ensure the catering team are well prepared with enough tables laid out and plenty of food. For larger groups always consider a private breakfast room.
- Conferences must always start on time, so ensure all AV, lighting and technical rehearsals are completed the night before and not on the morning of the event. Everyone hates waiting around for technical hitches to be fixed.
- Meeting sessions should last no longer than 1 ½ hours to ensure that guests don't lose attention. Try breaking the day down into a mixture of plenary sessions and breakout meetings to ensure that you get most out of your conference.
- We highly recommend using interactive audience response and voting systems during plenary sessions to ensure that your audience are engaged and better understand the message that is being delivered. Here are [5 tips to engage your delegates](#).
- Coffee breaks should always take place outside of meeting rooms. Reduces the sense of cabin fever and ensures that delegates mingle and network more.

- Should a conference take place over several days push for lunches to take place in different restaurants or areas of the hotel to ensure that guests don't get bored. Ask for rooftop bars and suites to be turned into makeshift restaurants and cafes. Guests love change!
- If possible we recommend including a team-building tour one afternoon to not only encourage group interaction but to ensure that your guests get to visit the destination city. So many brands choose fabulous locations to host their events, only for delegates to complain that all they saw was the airport and hotel! Afternoon activities need not take up too much time – we have worked on activities that need only 2 hours to enjoy.
- A Gala dinner is usually a pre requisite on every International Conference, But again avoid being too formal. Incorporate engaging and fun interactive can include branded buzzer game table centres, social media photo pods, interactive guest book comments and hologram product display pods
- The last day of a conference should end at around lunchtime to ensure that the majority of your guests are able to fly home thus avoiding the need to pay for more bedrooms than necessary.