



Meeting Strategy Services: A New Opportunity for Conference Centers and Meeting Planners

In a time of increasingly squeezed budgets for meetings, it is more important that conference centers and meeting planners offer more value to their customers. Through a new opportunity to creatively collaborate with meeting strategists from The DWC Group, conference centers can help clients help clients create meetings, conferences and celebrations at their facilities that are more productive, engaging, and memorable. These improvements increase the likelihood of both new and repeat business through better word of mouth.

How do meeting strategists differ from meeting planners?

Meeting planning services focus on efficiently and elegantly managing the multifaceted logistical elements that are important to a successful conference experience. But handing these elements efficiently and elegantly does not guarantee that meeting participants will feel engaged by the meeting. Similarly, meeting planners and resort services staff can execute the conference agenda with exquisite professionalism, but the agenda may not be designed or facilitated to maximally harness the energy and brainpower of the participants.

In contrast to meeting planning services focused on logistics, meeting strategy services focus on the content and processes of a gathering, with an eye toward fully exploiting the potential of learning, reflection, decision-making, and collective enjoyment that can emerge from the meeting. To create these outcomes for groups as small as 8 to as large as several thousand, The DWC Group calls upon its associates' extensive background in organizational development, large-group process, dialogue facilitation, and related areas. The group works with both meeting planners and organizational decision-makers both in advance and during the meeting to create innovative conference designs that are very detailed but also adaptable to unpredicted opportunities that may emerge. These services create meetings, conferences, and celebrations where conveners learn more, participants feel more engaged, the entire group leaves the gathering feeling more united by their common intentions.

What are the specific meeting strategy services that are offered?

Since every meeting is unique, the meeting strategy services provided by The DWC Group are custom-designed to meet the specific needs and opportunities of the client. Our experience tells us that clients often choose from a portfolio of services that include:

Effective Agenda Construction

Maximizing Engagement using Keypads for Audience Participation

Coaching Presenters for Improved Effectiveness

Moderator/Master of Ceremonies

Energizers and Games with Full Audience Participation

Because conference centers at resorts often have excess inventory that may be desirable in a barter arrangement, uniquely productive collaborations are possible. A partnership between a conference center and The DWC Group would potentially allow the conference center to offer its clients access to a first class conference designer and facilitation team at minimal client cost.

