

Proving Your Worth

Showing Your Presentation's Value to Increase Bookings and Fees

Think through these definitions of ROA

1. The measurable benefits gained by a **participant** in a learning event/meeting due to their application of the meeting's content
2. The measurable value realized by a **meeting sponsor** from the total meeting experience
3. The measurable value realized by a **meeting planner** from the total meeting execution
4. The measurable **business result** the organization, business, or association receives from funding a meeting

At the end of every session you're involved with, be prepared to ask and answer Fred Harburg's Key Question.

What capacity has been built and in what tangible way has the organization benefited from the learning investment?

or slightly re-stated

What capacity has been built and in what tangible way has the organization benefited from paying my fee?

Process or Activity	Before My Presentation	\$	During My Presentation	\$	After My Presentation	\$



Meeting Players	Main Responsibility	Before the Learning Event	During the Learning Event	After the Learning Event
Meeting Conveners	Establish meeting outcome tied to business needs.	Why does this learning event need to happen?		What value did the organization get from this learning event?
Meeting Planner	Manage actions to desired outcomes as well as logistical concerns.	How will our logistic arrangements support the events learning outcomes?	Do participants have the necessary support for high levels of interaction?	How did the learning event go? Did we get the desired business results?
Meeting Attendees	Review learning event descriptions and determine areas of focus	Why am I going to this learning event?	Am I getting what I need from this session?	How can I apply what I learned?
Attendee's Manager or Supervisor	Evaluate appropriateness of learning event content and match to participants needs and hold attendee accountable for subsequent action.	What do you intend to get from this learning event? How will it enhance your value to the organization?	If physically present, check in on learning goal acquisition.	What specific skills/knowledge did you get from this learning event? How can I support your efforts to apply them?
Meeting Emcee	Keep the meeting flowing, connected, and on time.	Who will be attending this learning event? What are the desired learning outcomes?	Are participants comfortable, connected, and learning? Are we on schedule?	
Content Provider	Prepare and present material that meets the learning event attendee's needs and the stated desired business result.	How does my content tie to the participant's business needs?	Am I building practice, relevant examples, and action planning into my program?	How can I support learner action after the learning event?
Venue Contact	Create an environment conducive to learning outcomes.			

Do You Want Your Client's Meeting to be a Success?

What was the best educational experience you've had? Chances are it involved a lot of interaction with the presenter and fellow attendees or students. Maybe you got to share some of your own knowledge or experience. Perhaps you learned by actually doing something—and maybe had a little fun in the process.

Now take that great memory and try to imagine it taking place in a typical room set for a typical meeting at your hotel. Not a good fit, is it?

The setting in which a meeting takes place plays a huge role in whether or not attendees learn and retain the information that is presented to them. As a hotel sales professional, you want your clients' meetings to be a success, right? By understanding some of the principles of adult learning, you can be an advisor to your clients to help make that happen.

Adults need a comfortable physical learning environment free of tension and anxiety

A no-brainer! You are sitting in a meeting room all day. Of course you want to be comfortable. So do the attendees at your clients' meetings. Is it easy for the attendees to see the presenter, a/v, each other? Do they have room to move around? Is it easy for them to get up and grab a cup of coffee or use the restroom? How is the temperature in the room? Is the room aesthetically attractive? Is there adequate lighting for taking notes, seeing the speaker, reading what's on the screen? Are there distractions such as noises from the back of the house, hallways, the fitness center or conference room next door?

Adults learn best in a collaborative environment

Most adults want to be actively involved in the learning process versus listening to a talking head. So picture it. You are in a breakout session at an industry conference with 350 others sitting theatre style with your chairs locked together facing the front of the room. It's kind of difficult to

interact with each other, huh? Consider crescent rounds which is much more conducive for audience members to connect and interact or get creative with non-traditional room set ups like a big circle of chairs. Just because it isn't in the CMP study materials doesn't mean it isn't possible.

Recognize that there are different styles of learning

Linguistic learners love to read information and hear stories. Visual/spatial learners think in pictures, images and other media. Kinesthetic learners learn through hands-on activities. Interpersonal learners need time to process information before they act. All of these types of learners—and more—are in your clients' audience. So, in order to be effective, meetings need to take into account each type of learner's needs, which can have a direct effect on the room set up and venue. I attended an industry event several years ago that had some theatre style seating, some classroom and a few rounds—in the same room. It gave people a choice to sit wherever was most comfortable for them and appealed to different types of learners.

When considering "space" for breakouts and group discussions, think outside the room. Some of my best learning moments at meetings took place around a fire pit, on a restaurant patio or gathered around the fireplace in a hotel lobby.

Lastly, it's essential for your property to determine its primary role. Is it a meeting facility? Is it a wedding and banquet facility? You can't necessarily be all things to all groups. I attended a meeting recently in a beautiful ballroom with wood floors. The room itself was aesthetically pleasing, but the acoustics made it impossible for attendees to hear each other during group discussions. Focus on what you do best and leave the other stuff to your competitors.

By understanding adult learners and using this knowledge with your clients, you will elevate yourself to the role of an advisor and play a key role in ensuring the success of their meeting. And a successful meeting could very well result in repeat business for you and your property

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