



Checklist 12 - Seminars

Project Name: _____ Date: _____

Yes No

Almost all the professional organizations hold seminars to bring the employees together and to let them participate. Also to share their creative ideas about a particular topic that's been discussed in the meeting. These seminars are very crucial for an organization because every member gets to express himself, and all of them collectively work for improvements. With the help of such interactive seminars, you can make your organization get more leads, but first, you have to know the ways to arrange and hold seminars. Here is how:

STEP #1: IDENTIFY THE PURPOSE OF THIS EVENT

1 You have to confirm the basic objectives of the seminar before conducting it. ☐ ☐

2 Keep these questions in mind, before planning a seminar: ☐ ☐

What is the topic of your seminar?

What will be the location of your seminar?

Who will be the audience?

What is the agenda of your seminar?

STEP #2: NOW REVIEW YOUR EVENT SPECIFICATIONS GUIDE

3 Now that you've selected the topic for your seminar and have set the purpose of it make a list of relevant details. This list can be like the ☐ ☐

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following:

Profile of seminar, e.g., its date and time

Contact information of the seminar organizer

Profile of attendee

All the audio and video requirements.

- 4 You have to make a list of possible questions that are very much likely to be asked in the seminar.

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STEP #3: CREATE YOUR SEMINAR PROFILE

- 5 In this step, after planning the basic questions for the seminar, you have to look for the location of your seminar.

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- 6 You have to choose among the following options for the venue now:

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Any local conference room

Any local auditorium.

Any local private restaurant

- 7 Just make sure that the venue for your seminar is easily accessible by all the audience.

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STEP #4: REQUEST VENUE PROPOSAL

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8 Before doing it, you have to identify the needs of your seminar. ☐ ☐

9 Now use the following information for the venue proposal: ☐ ☐

The total number of attendees

Time and style of the seminar

Room setup and Audio/Video requirements

Best possible date for the seminar to be held

10 Now hire any Audio/Video technician to help you with your seminar. ☐ ☐

STEP #5: CONFIRM YOUR AGENDA

11 First, get in touch with your event organizer and plan things with him. ☐ ☐

12 Develop a flexible agenda, and be ready to change it until the last minute.

STEP #6: MAKE A BEO (Banquet Event Order) AGREEMENT

13 After knowing the number of attendees and all the requirements, you have to confirm all the event order arrangements. ☐ ☐

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- 14 Make an agreement with your event organizer for securing the seminar's space and time to avoid inconvenience.

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STEP #7: DEVELOP SEMINAR MATERIALS AND COMMUNICATIONS

- 14 Plan the following items before finalizing your seminar:

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Create seminar invitations. Send them via mail to your customers.

Produce name badges.

To leave a good impression, secure gifts for your attendees.

STEP #8: SET UP YOUR SEMINAR

- 15 First, be prepared for seminar, and then keep all the event materials and displays ready.

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- 16 Now, make sure to add all the slides into your PowerPoint. Make sure to engage your audience with yourself.

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- 17 Answer all the questions that your attendees ask in the seminar to give them a clear idea about the topic being discussed.

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- 18 Now, if you can arrange a successful seminar, your organization will get leads more than ever.

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