



## Association conferences

Guidelines for successful congress planning in associations

LANDESHAUPTSTADT WIESBADEN \*\* Wiesbaden Congress & Marketing GmbH

# **i** Efficient congress planning for associations **- tips and strategies**

The main business of an association is not the organization of an annual general meeting, a congress, a conference or a seminar. And yet these serve to impart knowledge and are essential according to the statutes.

We want to help you to give your association meeting a special event character and avoid the boring handling of regulations.

This guide helps associations to plan congresses in a professional, emotionally appealing and sustainable way.

Your goals of retaining members, activating new members and imparting knowledge and exchanging experiences are particularly important here.

Now it's time to – organize the congress in an informative and emotionally appealing!



## Trends in congresses

## Structured process:

- Build up suspense and create intermediate highlights
- Create varied content

### Interaction:

- Incorporate Q&A sessions, live voting or discussion rounds
- Use of modern technology (e.g. voting systems)



### Emotional appeal:

- Combine knowledge with entertainment
- Use appealing presentation tools (e.g. creative visualisations)

## Use digital tools for:

- Registration and participant management
- Online communication before and after the event
- Hybrid event formats

## Technical requirements:

 High-speed internet, translation systems, interactive conference tools



## Trends in congresses

## Arrival & orientation:

- Detailed directions and clear signposting
- Reception counters at railway stations/airports



## **Registration:**

- Digital check-in options to reduce waiting times
- Entertainment during waiting times (e.g. short videos)

## Hybrid & digital events:

Expanding reach and flexibility for participants

#### Sustainability:

CO<sub>2</sub>-neutral concepts and environmentally friendly logistics



#### Flexible premises:

- Rooms for workshops and breakout sessions
- Modern technology (e.g. video conferencing)



ON THE FOLLOWING PAGES YOU CAN FIND OUT HOW CONVENTION WIESBADEN SUPPORTS YOU IN REALISING YOUR PLANS!



## **Our service** consultancy and planning

## Support for beginners:

Are you planning an event for your association for the first time or would you like to reassure yourself? We will give you an introduction to event planning, including individual

We will give you an introduction to event planning, including individual advice.



### Personal support:

A personal contact person is at your side from the initial enquiry to the follow-up of the event.



#### Needs analysis:

Together we clarify your requirements and check which event venue is the right one for you as well as an individual room concept for your event.



## Technical advice:

Our team will support you in selecting the right technology and room design.





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## **Our service** Venues with character



## RheinMain CongressCenter

- State-of-the-art infrastructure
- Variable room concepts
- Sustainability

➔ 45 rooms | 3 levels | 12,500 people (max.)



#### Kurhaus Wiesbaden

- Historic ambience for elegant events
- Centrally located

→ 12 rooms | 2 buildings | 2,500 people (max.) | outdoor areas



## Jagdschloss Platte

- Exceptional architecture
- Historic atmosphere



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2 levels | 1 complete house | 600 people (max.)

## **Our service** Technical equipment



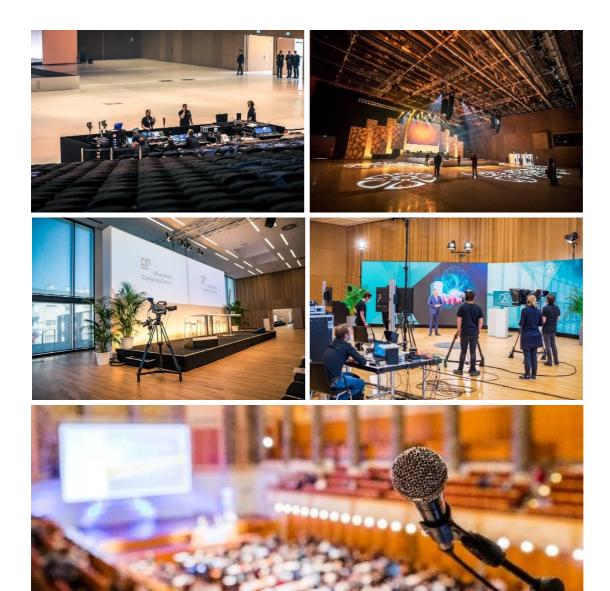
## State-of-the-art conference & event technology: including

- Equipment for hybrid events and live streaming
- High-resolution projectors and LED walls on request
- Professional audio & lighting systems depending on the room



#### Support:

On-site technicians for a smooth process





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## **Our service** Event logistics and organization



## Interior design:

Flexible seating concepts and decoration options

#### Catering:

 Choice of premium catering options, including sustainable menus

## Hotel room allotments:

 Arranging and reserving hotel room allotments for your participants

#### Social programs:

 Suggestions for suitable supporting programs to round off your event

#### Event management:

Support with scheduling and on-site coordination

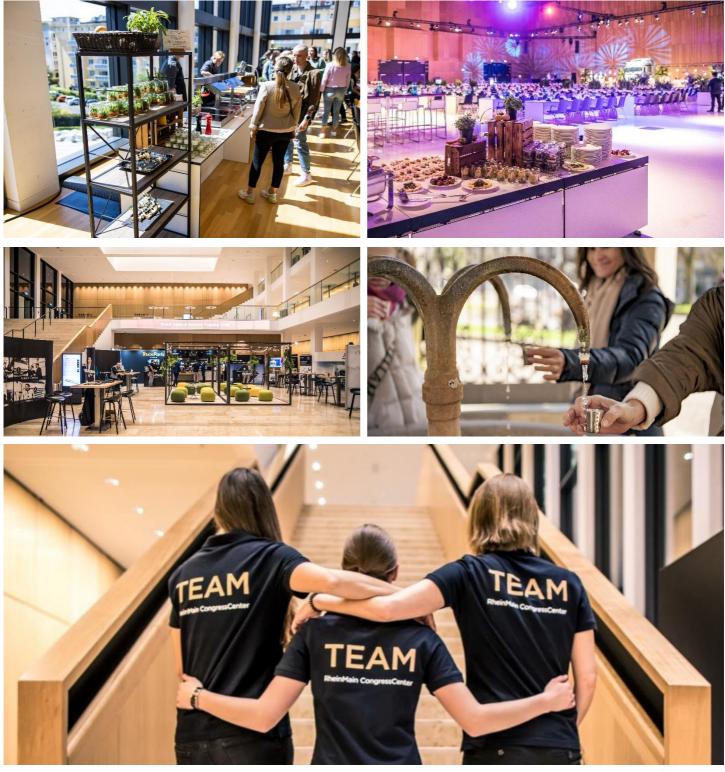
## Event service providers:

 Procurement of service providers from various segments: e.g. stand construction, technology, entertainment, decoration, transfer

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## **Our service** Event logistics and organization







## **Our performance** Sustainability

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## Green Meetings:

CO2-neutral event options and environmentally friendly concepts

- Sustainable mobility with our free RMV combination ticket
- Sustainable construction
- Accessibility
- Waste management
- Energy efficiency
- Regional products and service providers
- etc.



## Sustainable infrastructure:

Certifications and measures to reduce the ecological footprint



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## **Our service** Marketing & communication support





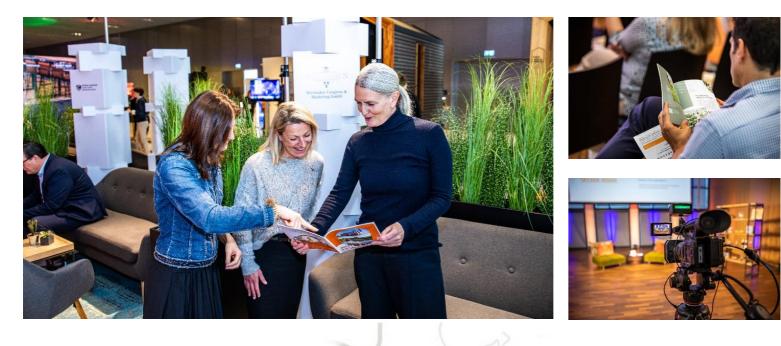
## **Digital support:**

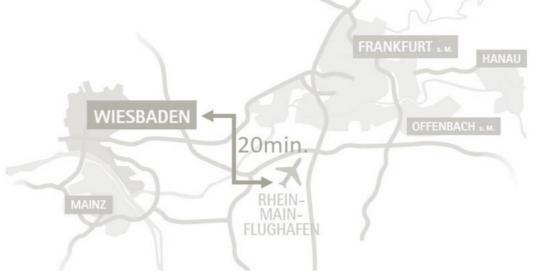
Provision of graphics, images and texts for your communication



## Social media & PR:

Support with the promotion of your event







## **Our service** Network & training formats



## **Convention Campus:**

 Further education programme on relevant topics in the event industry





#### Local network:

Access to local service providers and partners





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## **Our service** Follow up & evaluation



## Feedback meetings:

 Analysis of the event and optimization for future events

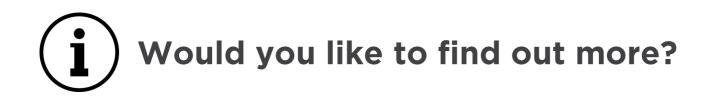




## PROFESSIONAL, EFFICIENT AND SUSTAINABLE



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Together we will organize your next annual general meeting or association conference in a varied, innovative and efficient way.

## You are welcome to contact us!



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## See you soon in Wiesbaden

WE LOOK FORWARD TO YOUR EVENT LANDESHAUPTSTADT

