



Association conferences

Guidelines for successful
congress planning in associations



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!**

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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:

- CO₂-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

01

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 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

02



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

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

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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



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

Our service

Event logistics and organization

04





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



Our service

Marketing & communication support

06



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

07



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

08



Feedback meetings:

- Analysis of the event and optimization for future events



PROFESSIONAL, EFFICIENT AND SUSTAINABLE

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Would you like to find out more?

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

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