



MEETING CONSULTANTS

title

## THE CLIENT AS THE FOCUS

subtitle

### Conference client needs and service standards

contents

In a vast and extremely competitive market, clients have become more demanding and aware of the numerous alternatives available to them, and are thus paying increasing attention to service quality and the price/quality ratio.

**It is the client who chooses and is the focus of the market.**

To win the business, we must ensure we provide appropriate services.

An awareness of events trends and objectives, the requirements and expectations of different parties involved (participants, promoters, organisers), is crucial to ensuring service quality and therefore client satisfaction.

In a market straddling a variety of sectors, ranging from medical congresses to incentive travel, not all types of event have the same requirements. In addition, the needs and expectations of event promoters are not always the same as those of participants or the organising agency.

The seminar will cover the following topics:

- client requirements based on the objectives and type of event
- quality standards to be guaranteed in the provision of services
- success case studies.

objectives

To know the standards of service expected from meetings and events industry clients, to learn the procedures to reach those standards.

The seminar also includes group work sessions to develop this knowledge.

target

The seminar is aimed at service providers for events, such as: conference centres, events venues, hotels, catering, technology, staging, transport, organisation and communication companies.

duration

- short module: 4 hours
- complete module: 6/8 hours