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Case Study:

Revamping The Meetings Show
2023 Knowledge Programme

**THE
MEETINGS
SHOW**

Introduction

The Meetings Show, is the leading trade show in the UK for the events, meetings, and incentives industry to connect, learn, and network.

Over the years, the show has gained immense popularity and has been attended by thousands of meeting and event professionals.

However, as the industry has evolved post covid, the organisers recognised the need to reinvigorate the show's knowledge programme to deliver even more value to the attendees. To achieve this goal, The Meetings Show decided to partner with atex, a reputable event design and emcee services company. Having used atex professionals in the 2022 programme, and with the confidence of the expertise the team have, this was a logical development of the relationship.



Redefining Objectives and Outcomes:

The first step in revamping The Meetings Show 2023 Knowledge Programme was to redefine its objectives and outcomes. The organisers wanted the sessions to be more than just informative; they aimed for a memorable experience that would inspire action, foster connections, and leave a lasting impact on the attendees. The new knowledge programme was designed to achieve the following outcomes:

Knowledge That Matters: Attendees should gain valuable insights and information they didn't know they needed, helping them stay ahead in the fast-paced industry.

Fostering Innovation: Sessions should challenge attendees to think differently and encourage them to improve their approaches and strategies.

Facilitating Meaningful Connections: The knowledge programme should provide opportunities for attendees to connect with relevant industry colleagues, fostering a sense of community on the show floor.

Empowerment: Attendees should leave the event feeling empowered to make positive changes in their professional lives, planning, and networking effectively.





Introducing "The Blank Canvas" and Key Stages:

Innovation played a crucial role in redefining the knowledge programme. The concept of "The Blank Canvas" was introduced, aiming to break away from traditional formats and offer speakers the freedom to craft unique, engaging sessions.

Each session within the show was designed to sit within one of the four key themes: Inform, Inspire, Innovate, and Impact.

Inform: Sessions under this theme focused on providing crucial industry knowledge, insights, and best practices.

Inspire: These sessions aimed to motivate and inspire the audience, leaving them with a sense of possibility and enthusiasm.

Innovate: Sessions in this category pushed the boundaries of conventional thinking, exploring emerging trends and cutting-edge solutions.

Impact: The sessions under this theme aimed to leave a lasting impact on the attendees, encouraging them to take actionable steps towards positive change.



Supporting Speakers and Presenters:

The organisers recognized the importance of supporting speakers and presenters to ensure that the sessions align with the objectives and desired outcomes.

conferenceemcees.com brought in their team experienced meeting design consultants to assist speakers with session formats, offered presentation coaching, and speaker preparation.

This support aimed to elevate the quality of the sessions, making them more engaging and impactful for the audience.



Professional Moderation:

To steer the programme away from echo chambers and engage the attendees effectively, atex brought a select group of their professional moderators to support the programme. Having their expertise in each space supported the speakers, and the participants as their skills included keeping any discussions on track, facilitating greater audience interaction, and ensuring that the sessions achieved their intended objectives. Hiring professional emcees for programmes which relies heavily on non-professional speakers made a huge impact on the quality of the programme and weighed heavily on the delivery of the session outputs.



Conclusion

By partnering with atex and redefining the objectives and outcomes, Northstar Travel Group successfully reinvigorated The Meetings Show 2023 Knowledge Programme. The introduction of "The Blank Canvas" and the key stages provided a fresh approach to session design, fostering innovation and creativity.

With the support of meeting and design consultants and professional moderators, the sessions delivered increased value to the hosted and visitor buyers attending the show.

Attendees acknowledged onsite that they felt the programme has been elevated from previous years, and other industry trade shows, with one attendee also sharing with an exhibitor that they stayed much longer at the show meeting suppliers because the programme was so good, they didn't want to leave the show.

The revamped knowledge programme left attendees feeling inspired, empowered, and equipped with valuable knowledge to navigate the ever-changing world of the conference, events, meetings, and incentives industry.

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