

DESCRIBE AND DOCUMENT

You may have the world's best idea for a congress but to make it happen you need the right people to understand it and get as motivated about it as you are. To help you begin your journey of describing and documenting your idea, follow the steps below.



STEP 1: DESCRIBE YOUR IDEA

Write down why there is a need for this congress.



STEP 2: LOOK FOR KEY OPINION LEADERS

Research people who might be interested in helping you with the congress. When you find someone whose profile or network is relevant, reach out and pitch your idea.



STEP 3: TEST AND DOCUMENT

Send out a survey or a campaign on Facebook or LinkedIn to see what interest there is in the congress. You can use this as documentation if you choose to reach out to Copenhagen Congress Incubator.

ASSESS THE POTENTIAL

When designed the right way, new congresses can contribute to important economic activity, especially for hotels and venues, as well as create positive social impacts.

An assessment of the potential effects and impacts of the congress should be included early in the process as an integrated element of the design.



STEP 1: DEFINE POTENTIAL SHORT-TERM EFFECTS

Write down what you see as the potential short-term effects and impacts of the congress. Then break it down into two statements.

Statement 1: To produce...

Statement 2: To contribute to...



STEP 2: DEFINE POTENTIAL LONG-TERM EFFECTS

Write down what you see as the potential long-term effects and impacts of the congress. Then break your sentences down into four statements.

Statement 1. We wish to share...

Statement 2. We want to support...

Statement 3. We want to be a catalyst for...

Statement 4: We hope to inspire...

IDENTIFY STAKEHOLDERS

A range of people and organisations will have an interest in your congress, but their interests will differ from each other and they should be involved appropriately for their role and interest in the design and development of the congress.

Stakeholders can be external, for example, from civil society, academia, government and the private sector. You may also have internal stakeholders from your own company, organization or board.



STEP 1: BRAINSTORM STAKEHOLDERS

Do a brainstorm to identify possible stakeholders. Start by looking at colleagues, customers, vendors and partners, and then expand your inquiry to look at other actors such as the press and advocacy groups.



STEP 2: EVALUATE STAKEHOLDERS

Evaluate your stakeholders and determine how they will be managed during the planning and execution of the congress. Grade their relevance from 1-5 (5 being extremely important, 1 being less relevant).



STEP 3: FIND CONTACT INFORMATION

Create a list of the most relevant stakeholders (based on your evaluation) and find contact information for them. Now you have a list of stakeholders to share with us, so we will be able to advise you on how to approach your stakeholders in the best possible way.

CONDUCT A MARKET ANALYSIS

In order to establish a new congress, you need to know its position within the market of similar congresses or events. You also need to know how your idea resonates with potential participants, universities, local businesses and politicians. This is why you need to conduct a market analysis to make sure you create a congress that is relevant and valuable for your target audience.



STEP 1: A 360 DEGREE MARKET ANALYSIS

Through 'desk research' you can access tons of information about congresses worldwide and read up on similar congresses to the one you want to establish. Find out who your top five competing congresses are in terms of media mentions. Categorise them according to their type, number of delegates, thematic focus, finance model and significance.

This categorisation will help you price your own congress.



STEP 2: SEGMENT AND INTERVIEW

Based on your research, you now have a better understanding of how your congress differs from similar congresses and how you can use that in your marketing. Now you are ready to segment your stakeholders and to reach out to the ones you need to involve and consult with throughout the process. You also have a clear pitch you can share with them.



STEP 3: ESTIMATE KEY FINANCIAL FIGURES

Using on your research, you can now estimate the financial aspects of the congress. Create a budget where you estimate both income (from delegates, sponsors, exhibitors etc.) and expenses, including both fixed and variable costs. Based on this, you can create what-if-scenarios to assess financial risks.

DEVELOP A COMMUNICATION STRATEGY

You may have the world's best idea for the congress, but if you do not communicate your idea to the right people in the right way, at the right time, it can damage the potential of your idea. On the other hand, good communication will contribute to the success of your project.



STEP 1: WHAT IS THE MESSAGE?

Look at your description and documentation for your congress. Find out how you can utilise this to communicate the need for the congress. Make sure you communicate precisely what problem you are striving to solve or what need you are aiming to meet with your congress.



STEP 2: WHO IS THE AUDIENCE?

Now it's time to think about your audience. Who are the people you are trying to get excited about your congress? What are their objectives and goals? Do they respond to facts and figures or more emotional and inspirational language? How do they communicate themselves?



STEP 3: WHAT IS THEIR ROLE?

Look at your list of stakeholders and ask yourself where and how you can reach them. Before reaching out, it is helpful to know what role they could play in the planning and execution of your congress.

If your stakeholder needs high involvement, it's a good idea to set up monthly video or telephone calls to consult with them about the development of the congress. This way of communicating is not relevant for everyone. Some stakeholders will only need to be informed about specific aspects of the congress. It is often better to communicate with this type of stakeholder through email and/or press releases.