



## Getting **NOTICED** in a Sea of Competition at OTC

### **VENUE**

Strategy! A strategy as simple as choosing a venue can affect your event attendance and Return on Investment. Thinking outside the “hotel” box is one of the first things to implement when planning any event. The venue is a critical component for driving the theme and can influence attendance. Attendees are more likely to attend an event at a nontraditional venue than a predictable venue.

### **SENSE OF ARRIVAL**

First impressions are everything! Most first impressions in a corporate setting are made at registration. Whether it is achieved by a custom registration process, welcoming entertainment, or a passed cocktail, the goal is to provide an unexpected treat that makes the necessary process memorable as guests begin their event experience. A personalized sense of arrival creates anticipations and makes each guest feel like a VIP.

A guest’s departing feeling is just as important as the first impression. Therefore, all events should end on a high note. Something as simple as paying for all guests’ valet or placing an unexpected branded bottle of water in the cupholder of their car upon departure can have a lasting impact on the guest’s perception of the event.

### **ENGAGEMENT**

Present the unexpected! What you already know is killing your events. During your corporate sales forum, bring in external speakers (professionals or experts in the field) to convey your messaging. If published beforehand, this will drive attendance, interest and engagement.

Limit all speakers, regardless of their topic, to 20 minutes. The average attention span of an American adult is 20 minutes. Keep everyone engaged. Keep everyone wondering what’s next.

### **CONSULTATION**

Contact Sullivan Group for a free consultation: [clarej@sullivan-group.com](mailto:clarej@sullivan-group.com) /

Use “OMG - OTC” as the subject line