

Practical No: Organizing seminar and conferences

Organizing seminars will shape how you collaborate with people. It's a good way to hone your public speaking skills and share your knowledge while helping others grow professionally. These events can also **boost your revenue, inspire your employees and encourage people to follow their dreams**, whether it's starting a business or landing a better job. Plus, you will increase the hype around your organization, establish thought leadership and build trust.

1. Decide on possible topics

The first step in organizing a seminar or conferences is to chose the good topic. There are loads of events on, so it makes sense to focus heavily on your own niche to try and offer something different. Try and find an angle that isn't being covered that you think people will be interested in.

2. Do your research

It's important to research your idea before you make any firm commitments. At this stage, you can still get out if it's a bad idea. Spend time making sure there's an audience for what you're doing, and that enough people will actually show up.

3. Choose a venue

Don't make the mistake of choosing a venue first. You'll need to know how many are likely to come, and how you want to structure your event before you finalize a venue. Put on a small event to start with – you can always increase in size next time or, if the venue has extra space, you might be able to upgrade if the demand is there.

4. Make arrangements for sleeping and catering

If your seminar is to occur over meal times, you will need to find a catering service and give them enough notice to meet your requests. The same is true for sleeping accommodations if your seminar lasts two or more days.

5. Draft your seminar agenda

Outline your seminar's schedule and decide who'll speak when? Don't forget to give your attendees breaks! Once you've completed a draft, share it with decision makers for approval.

6. Book some good speakers

You need to give people a reason to attend. A major part of that will be the array of high quality expert speakers who will be present.

7. Approach sponsors

Hiring a venue won't be cheap, and you may want to include the cost of food and hand-outs within the ticket price. The problem is that this can bloat the cost and put people off attending. The simple solution is to get your event sponsored. That way you'll find it much easier to keep the costs down. Now you can start your event.