



TO HAVE OR HAVE NOT

Should I hold this meeting?

"Let's schedule an event/meeting" has become the universal default response to most business issues. Not sure what to do on a project? Let's schedule a meeting. Have a few ideas to share? Let's schedule a meeting. Struggling with taking action? Let's schedule a meeting. Need to share this with outside sources? Lets schedule an event.



Although scheduling an event/meeting can be the right solution in many instances, it's not always the best answer.

1 Have I thought through this situation?

When you see how well a program is run, it's tempting to rush into holding a meeting/event on your own. FOMO – fear of missing out, or waiting too long to start can occur. First, set aside some time with yourself to do some strategic thinking. During that time, you can evaluate the scope of the project, the financial responsibility, the potential milestones, and lay out a plan of action for making meaningful progress. Once you've completed your own strategic thinking prep work, then you can move onto the next step of considering whether to hold an event/meeting.

2 Do I need outside input to move forward?

You may be in the situation where you know what needs to be done, and you simply need to do the work. You may be the one financially responsible and are ready to move forward. If you find yourself in this place; update your to-do list and take action instead. Then move to Step 5. However, if after analyzing what needs to be completed to the best of your capabilities, you need outside input or assistance (Outsourcing) to get answers before you feel comfortable jumping into action, continue on.

3 Does moving forward require a live interaction with a partner or contractor?

If you need some answers to questions, but they don't require a two-way conversation, e-mail is a preferred means of contact. This is for the most part true when you're looking for reaction on your written plans or documents. It's much more effectual for one and all involved if you send over items that they can look at on their own (while you're not awkwardly watching them read during an in-person meeting) and then shoot you back feedback. You can ask for a response by a certain date to match your time frame. If you feel your situation does require a real-time conversation, then examine different communication channels.

4 Does it require a face to face interaction with a partner or contractor?

When you need two-way communication but don't necessarily need to see the person, you have a variety of options. An online chat can help you answer questions quickly, or for more in-depth conversations, scheduling a phone call or video conference can work well. This is time efficient.

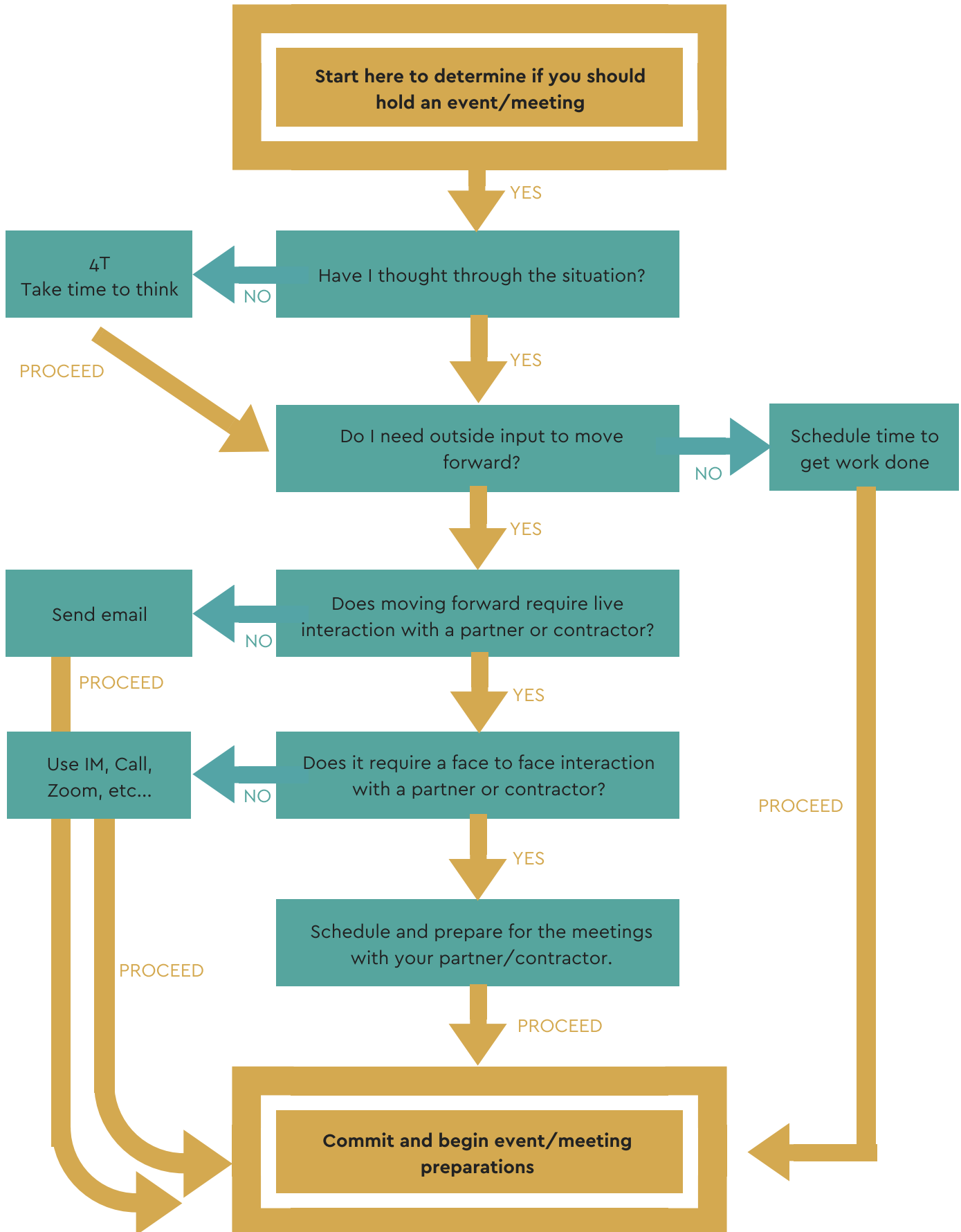
If in the end, you decide that you are ready for face-to-face, in-person communication, then schedule a meeting, and think through in advance how you can make it as efficient and effective as possible. That means considering your intent for the meeting, establishing your desired outcomes, and preparing any materials that you should review or send out in advance.

With the right decision-making process, you can radically increase your time management skills.

You have talked to all your partners, and feel confident that holding a meeting is correct- please proceed to Step 5.

5 Commit & begin preparations

So you have committed to holding a live event/meeting, this is when you start to do the strategic planning. Contract with your event/meeting planning strategic partners for next steps. Develop a Name. Set up a Marketing Plan. Determine the Location, Dates, Size and Price. Build your strategic content.





Creativity and customization have always been the hallmarks of our business. We want to be your complete events solution, so reach out today to make your meeting shine.



MEET OUR PRESIDENT & OWNER, POLLY ROSSI, CMP-HC, CMM

When she founded Meeting Achievements in 2003, Polly Rossi envisioned high-quality, seamless event planning that would deepen one-on-one connections. Since then, Meeting Achievements has become a global organization, planning more than 1,000 successful events of all sizes.

With a keen business sense and expertise in contract negotiation, site selection, and meeting strategy, Polly and her team ensure a high return on investment for each event.



Polly is one of 800 Certified Meeting Managers (CMM) worldwide, as awarded by Meeting Professionals International (MPI). Her years of leadership in the travel and accounting industries give Polly a unique perspective on the value of events.

Further, as one of only 55 Certified Meeting Planners specializing in Healthcare Compliance, Polly is uniquely qualified to plan conferences, symposia, and workshops within the industry, including events offering Continuing Medical Education (CME) hours.

In recognition of her achievements, Polly has been nominated for the 2015 Northwest Indiana Influential Woman of the Year Award and Indiana Meeting Professionals' 2016 IMPRESS Award. Further, Meeting Achievements was recognized as Best of Meeting & Event Planning Services for Valparaiso, Indiana in 2015.



**To learn how we can best serve you,
reach out today and schedule a consultation.**

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