

dots and t's

Compleat monthly magazine for event and association membership people, that excel by bringing communities of like-minded individuals together

BLUEPRINT

A walk in their shoes - Is It a comfortable one?

FEBRUARY FLASHBACK

A year with Compleat for one of the team

QUESTION OF THE MONTH

I want to run an outstanding, memorable event. Where do I start?



FIVE BILLION TREES

STRENGTH IN NUMBERS

I don't know about you but other than my health and family the thing that I have appreciated most in the last 11 months, is nature.

But even with the pause our planet has been given through this Pandemic, the continuous loss of trees across the world is catastrophic. So when I read about a drone project to plant 500 billion trees I was blown away. Imagine, a drone flying over hard to plant areas, using digital intelligence, firing seeds in a biodegradable pod with all the nutrients it needs with speed and accuracy. A project that will give the world cleaner air and cleaner water. Knowing that by restoring our forests you are helping stabilise our climate. Incredible vision becoming reality.

Drones have been used in many ways in the events industry for some time with the filming of venues and events, capturing locations, height and angles impossible in the past. I was aware of their huge capability, but I hadn't thought this big! Thank goodness someone did.

There is always room in your life to think bigger, pushing limits and imagining the impossible so my questions to you are:

1. how are you thinking bigger in your business?
2. if you aren't, what is holding you back?
3. if you have big plans; will they leave the world in a better state than it is now? If it does – be brave and go for it.

By working with Compleat our clients have someone alongside, driving the change and growth needed for their organisation. They can be confident we are thinking big, thinking ahead, confident our priority is their objectives and delivering their member's needs.

If time or expertise is your answer to number 2 then seeking a partner to support to you is definitely worth your consideration.

Enjoy the February edition of Dots and t's.

Heather

Company Director



[WATCH THE VIDEO](#)



Has February been a busy and exciting month for you?

We are in the second month of the year, hasn't it gone quickly!

What is it that you have been doing that is setting you on your path to success in 2021? We know it has been a challenging time for many.

No two months are the same at Compleat, February has primarily been Association Management focussed and here is what we have been working on...

- We are into a new year so some important archiving and shredding required
- Updating policies and procedures for client websites, membership and events
- Copy writing and proof reading
- Website testing
- Monitoring growth through social media analytics
- Arranging new Trustee interviews
- Client newsletters
- Year end accounts
- Customer journey's - a walk in their shoes
- New business proposals
- Marketing for us and our clients
- Updating literature for upcoming events
- AGM planning
- Renewal preparations

and the list goes on!...

CONTACT US!

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Task



Consider whether the work you are carrying out on a day to day basis is taking you further towards or further away from your goals



A Walk In Their Shoes - Is It a Comfortable One?

For some months now we have been working with a client on a specific project but it has been so much more than the project. We have been looking at their entire customer journey. Understanding the customer experience ensures you give the best possible experience to retain existing customers and gain new customers.

8

Here is our 8 point blueprint to knowing and understanding your customers

[FULL ARTICLE](#)

- 1 Know who your customers are
- 2 Understand what they want to achieve
- 3 Consider their touch points with your brand
- 4 What are their pains and how can you ease them?
- 5 As they take this journey what emotions will they experience and why
- 6 Look at the points in the journey where their expectations are not met
- 7 Consider how their time is spent in the journey
- 8 Use all the information you gather to improve the journey



Task: Are you delivering on the needs of your membership

Click the link to uncover more information around membership growth and retention strategies - Your tools to build an engaging membership organisation!

[MASTER PLAN](#)





Great Partnerships

To manage membership for Associations and deliver great events for our clients we of course work in partnership with many other incredible businesses; all working alongside us to deliver the very best possible service. We don't enter into contracts lightly as their service reflects on ours. We have IT, Book keeping, Accounting, Venues, Caterers, Exhibition Contractors, AV suppliers, Graphic Designers, Insurance and many many more. Over the coming months we plan to highlight one of our great suppliers and the work that they do.

If you work with us and would like to share an insight into why we work so well together - let us know and you could be featured in our March edition.

If you are an events or association related business doing something special we would love to feature you!

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Scientific Papers/Abstracts

If your conference has oral and poster presentations and you need a streamlined system for their submission, we have our own bespoke system. We offer this facility as part of organising your event or as a stand-alone service

TAKE A LOOK



Question of the Month



I want to run an outstanding memorable event, where do I start?

The very first thing to consider is your **Why**

Why are you running the event - then keep that answer at the forefront of your mind as you plan and don't get distracted by 'shiny things'. It is very easy to get excited by ideas - great ideas but not necessarily ones that fit with the reason behind your event.

The customer journey for many of our Association clients also includes events.

So for them or anyone organising an event there are similar questions to consider before making decisions on the type of event you will offer.

As we mentioned last month, you want your delegates to remember your event for all the right reasons and recommend you to others.

When you decide to host a conference or event, of any scale, you are immediately committed to dedicating business resources to achieving a successful event that delivers business benefits.

There is plenty to research before you get started. More now than ever, so be sure to invest time to understand your audience and take time to consider your options.

We always encourage our clients to start as early as possible to ensure there is time at the start to be very clear on the aims and objectives.

You can read our blog '[10 Things at the Top of your Event Manager's To Do List](#)' 

If you would like to talk to us about your event or submit a question for next month...

[CONTACT US](#)



FEBRUARY FLASHBACK

I am very much a person who likes to plan ahead, however, on 1 January 2020 as I celebrated with friends and family, welcoming in the new year like millions of others, I of course hadn't considered a global pandemic might significantly alter my plans.

Starting a new job, a month before the first of the UK's Covid-19 lockdowns certainly had its challenges but it was clear from the outset I had joined a company and team un-phased by change, committed and dedicated to keep going whatever was thrown its way.

Office life with new colleagues was short lived as we all moved to remote working and I had to put my excitement for organising and attending live client events to one side. During this time, the world stood still, roads were empty and we all were experiencing an extreme lifestyle shift. Despite all the change in 2020, it was an incredibly positive year, giving me the opportunity to immerse myself in the other side of Compleat Conference, working with Association clients, developing strategies for growth and membership retention.

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'The best laid plans' brought opportunity I hadn't considered

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As we start to see light at the end of the tunnel it's great to begin working with our clients on their live events again including attending socially distanced site visits! I look forward to not only working on the business development of Compleat but the business development of our clients. Working with them on strategies for growth, member engagement and of course showcasing their expertise through events whether, live, hybrid or virtual.

In addition, I work alongside Heather to produce dots and t's, if you have any questions or feedback, I would love to hear from you!

Georgina

Business Development Executive



This is our second magazine and we would love to hear from you. What would you like us to include - is there a challenge you are facing with your event or Association?

The Compleat Team continue to work remotely but are here for your queries, questions and enquiries.

Please contact us via:

 info@compleatconference.co.uk

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We look forward to hearing from you!



February Inspiration

Whether you think you can,
or think you can't. You're
right.

Henry Ford

