



MESA Planner Forum

Thursday 18th April

Customer Success

Thank you for attending the recent MESA Planner Forum – Thank you to [Tamsin Treasure-Jones](#), Co-Founder of [Kubify](#), **MESA Member**, for reading the MESA Pledge, and thank you to [Maja Misic](#), Director of Sales & Events, [Limos4](#), **MESA Member**, for moderating.

Where we are now (from internal CPL Events research)

- We need to adapt to 5 generations with our delegates – there is a tendency to live longer and working into our 70's
- Attendees are committing much nearer the date of the event with 45% confirming 4 weeks out, 29% confirming 2 weeks out, 21% 1 week out and 9% on-site
- Delegates are afraid to commit, they are working from home and being over-burdened with work – these impact on the pricing and production of an event

Linda Pereira has kindly offered to share this research with some additional information in a few weeks once it is collated.

Some Trends

- Co-locate several events into one venue at same time saving costs – using one PCO / one venue etc
- Compression of dates into the week – prices rise as everyone wants the same dates (e.g., Tuesday-Wednesday-Thursday) – trend is to get event running with the Monday or Friday for cheaper costs
- More and more – smaller meetings – instead of one large meeting in the year, run 10 small 'invitation-only' meetings
- Increasing amount of end clients are working with suppliers direct and not working with an agency – many clients worked with suppliers direct during Covid – agencies were good at physical events, but they didn't know the digital side – since physical events have come back, many clients stayed directly with the supplier
- They are using online services themselves
- Eventtech no longer 'nice-to-have' – now it a 'must-have'

What we need to do

- Be good at contracts and agreements – if client wants to add things later, it must be at a higher cost – you must know the value that you bring to the table – prove it with data - if they don't agree, maybe they are not the right client for you
- Leave nothing to chance – be clear! You need to avoid clients saying "I didn't realise" – **anticipate problems** – there is no such thing as 'over-communicating'
- People do not read much anymore – videos may be better, or graphics, to get your message across – **show**, don't tell – get on a zoom call / virtual demo
- ***If you are working for free, then it's not a business (Linda Pereira, CPL Events)***
- What's the global picture? There will always be challenges – it's how we deal with them that's important
- What's the **North Star**? (1) As a human being (2) As a team (3) As an organisation - Look at if you align and agree on company values and are working toward them
- If you're not coming to the conversation with positive energy, then you are part of the problem too
- Be sticky from the inside (most marketing is outward stickiness) * - The customer is NOT KIND – the employee is – It starts from the inside (Richard Branson)

Please [complete our short post survey](#) to let us know what you thought about the event!

Additional Info

[Sticky from the Inside podcasts](#) – Andy Goram*

[To Sell is Human](#) – Book by Daniel H Pink

[The Ultimate Sales Machine](#) – Book by Chet Homes, with Amanda Holmes

Thank you to our speakers / panellists:

Moderator – [Maja Mistic](#), Director of Sales & Events, [Limos4](#), MESA Member

[Linda Pereira](#), CEO of [CPL Events](#)

[Sam McNeill](#), General Manager (UK/Europe), [SongDivision](#)

[Martin Klöfver](#), Founder & Head of New Markets, [Trippus Event Solutions](#)



We look forward to seeing you at our next events!

Meet with us at IMEX in Frankfurt on Stand G310! [Attend MESA Re-FRESH Dinner](#) on Tuesday evening and join us for drinks on G310 on Wednesday at 1700!

Attend our next industry networking online event with [SongDivision – Thursday 25th July](#)

[MESA Events page](#)

[Please connect to our LinkedIn page](#)

Thank you