

# How to Know When ENOUGH is ENOUGH

(Is Your Conference Program Committee Too Comfortable Repeating?)

**“We had good attendance this year. Let’s do *the same thing* next year!”**

Do you find your conference Program Committee enlisting the **same** speakers, to present the **same** topics, year after year after year?

Are these speakers presenting the **same** information as when they presented last year?

If you answered YES to these three statements, your past attendees may be viewing your conference as “the **same** thing”, and choosing to go elsewhere!

**ENOUGH IS ENOUGH**

Consider this:

This year	800 attendees
Last year	780 attendees
Year before	775 attendees

Growing. Looks OK..... **Until you examine the list of attendees and find that 35% are new each year**. That means you lost 250+ people who came the prior year. Yikes!

Why did you lose those 35%? Why didn’t they come back?

What could your attendance be if you had 800 + 35%?

Yes, there is always turnover in agencies. And there are people who have to take turns attending a conference. But, that many?

Here’s some suggestions to increase attendance and not lose those attendees who are saying *Enough is Enough*.

- Collect the data from the past five years for your Program Committee
  - List of all sessions, speakers
  - Attendance figures – # new people/organizations vs. repeats
  - Job titles of attendees
- Get the committee to set new guidelines for how speakers and topics are selected
  - A great speaker can come back, but has to do a different topic
  - A fundamental topic can be presented annually, but must have a different name and perspective
- Ensure that all of the current attendees will be excited about the new topics that will be offered and plan for the new attendees

According to the book *Good to Great*, good is the enemy of great. When we settle for good, we don’t reach for great.

For more tips, contact...



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