

## Planning an internal meeting

Please note:

When you're planning a public meeting as opposed to an internal one, you need to take numerous additional aspects into account, such as participant acquisition, media relations, participation fees, sponsors etc.

### **Step 6: After the event is over, your work is far from finished: The follow-up**

- Send thank-you notes to everyone involved (partners, supporters, speakers etc.)
- Place photographs/videos on the (internal) website.
- Media coverage (intranet, company news, trade press etc.).
- Monitor the incoming invoices and the payment process.
- Compile a final budget.
- Send out and evaluate the feedback questionnaires.
- Evaluate the event so that you can perform even better in the future.
  - Which aspects were successful?
  - What kind of feedback came from the guests?
  - Reflect on the feedback and potential improvements.

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Masthead:

Cologne Convention Bureau

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