

# If you want a super-successful meeting, here's what you need.

Here you are, crushing it at work.

You're hitting deadlines, tackling challenges, and expertly juggling your typical workload. And then it happens: You glance at your calendar and realize your world is about to get crazy. Why? You have to plan a meeting.

Cue the dread.

This will be a major undertaking – and you know it all too well. Resist the urge to throw together a generic event (or duplicate what you've done in years past). Go beyond the general idea of the meeting you **want**. Instead, figure out what your company really **needs**.

This is where you can shine.

To produce the most successful meetings, start with the right questions. Pinpoint your needs and build a meeting around them.

The result: **big impact**.

Here's how to think differently.

What you **want**:

What you might really **need** to do:

Sales Meeting	Boost revenue	Reinforce goals and initiatives	Motivate your sales force	Align sales and service support	Share new strategies and plans
All-Employee Meeting	Build morale and culture	Shift mission, vision and values	Create advocates	Connect employees and leadership	Share a vision for the future
Training Meeting	Bring focus to key objectives	Build personal investment	Convey complex ideas	Immerse attendees in a new concept	Introduce online tools
Product Launch	Generate buzz for new products	Highlight new product features	Unveil marketing strategies	Change perception of older products	Create emotional buy-in
Global Leadership Meeting	Promote networking	Create alignment	Share best practices	Recognize top performers	Build a new vision

A meeting is an investment. **Invest wisely.**

From technology and entertainment to keynote speakers and breakout sessions, the entire event design should support your objectives.

To learn more about how BI **WORLDWIDE** can help you define and achieve your goals, visit: [biworldwide.com](http://biworldwide.com) or email [hello@biworldwide.com](mailto:hello@biworldwide.com).

