

Choosing a Theme for Your Meeting

Choosing your theme's tagline is critical because it provides the centerpiece idea from which the meeting presenters will focus on. They must reinforce the key messages of the event that will be the clear call to action when everyone leaves. It is a challenge to continually come up with great meeting themes. I have compiled a list of some of the themes I have seen over the years for you. I hope it can help you brainstorm potential options. A few thoughts before you get to the list.

If speaking at that many conventions has taught me anything it is this:

Less is More!

Most of the time I see the leadership forcing the meeting planner trying to put too much information into one event. Try to make the breakout sessions shorter than planned. Use the room set-up recommendations I suggest in that document for all meeting rooms. Make the breaks longer and give the participants more opportunities to network.

Do not go more than 60 minutes without giving them the opportunity to stand up – do something! Ask them a question, have them stand and share the answer with a neighbor, do a massage and play some upbeat music, do some stretches, play a game – anything. Unless you want to lose them, do not put multiple speakers back to back to back to back to back to back. Give them time to share best practices in an effective forum. And finally:

Have a Clear Call to Action

What do you want them to do when they leave? Use a speaker like myself to tie it all together and get the participants clear on what they will do when they leave the event.

Check out why I am uniquely qualified to close your event at www.ClosingSpeaker.com or call [Chip Eichelberger](#) directly at 866 – 224 – 1393.

After you have selected your theme, you can creatively intertwine elements of the theme into each aspect of your meeting:

- Create a logo, PPT template for the presenters
- Choose a color scheme
- Clarify what the theme means for all presenters and what the leadership has decided to be the key messages – communicate effectively
- Send out teaser invitations by mail, email, audio and video clips
- Coordinate special events, meals, experiences tied into your theme

- Look at potential teasers/gifts to be placed into the hotel rooms that can tie into your theme
- Order ad specialty items that incorporate the theme - like shirts, bags, T-shirts, hats, pens, flash drives, etc. Even better, make them a **surprise** when they return to their hotel room.
- Outfit your staff with special shirts with the meeting theme logo so they stand out
- Create a follow-up program with a survey to ensure that the proper messages were received
- Consider recording key messages from the presenters for Mp3 downloads or send out a CD/DVD to reinforce the messages

A World of Opportunities

A Whole New World

A Celebration of Success

A Spectrum of Opportunities

All Systems Go

Anything is Possible

Back to the Future

Back On Top

Becoming Agents of Change

Be Extraordinary

Beat (name of biggest competitor)

Better and Consistent

Beyond All Limits

Breakthrough To Excellence

Breaking Barriers

Breaking Down Barriers

Breakthrough Performance

Breakthrough To Excellence

Check out my

Building on the Best

Building for the Future

California Dreamin' (Tie into the location of the event)

Commitment to Excellence

Creating Customer Connections

Creating Connections-Building Bridges...Together

Creating Connections: Co-operating with Competition

Challenge Yourself

Charting the Course

Customer Focus

Discovering Natural Treasures

Dedicated To Your Success

Develop the Possibilities

Discover the Difference

Do Great Things

Don't Stop Believing

Evolving With Our Business

Everything Counts

Expect the Best

Exceeding the Vision

Explore the Possibilities

Exploring the Possibilities

Facing the Future - Together

Facing Forward

Facing the Challenges

Focus on Success

Focus on the Future

Fusing Power and People

Gaining the Edge

Get Momentum

Get Switched On!

Get the Edge
Getting It Done
Getting You Prepared for 200_
Got Momentum
Growing Your Business
Great Expectations
Guide Their Journey: Improving Customer Service
Higher, Faster, Stronger
Historic Proportions
Homecoming 200_
It Starts with Us
Igniting Team Spirit
Ingenuity @ Work
Innovate, Integrate, Motivate
Innovation Integration
In It to Win It
Journey To the Top
Keep `em Rollin
Leadership Next: Defying Gravity
Leadership: Share the Vision
Leadership: Precision & Performance
Leadership Challenge
Leadership Conference: Guiding the Way into the 21st Century
Leading the Way
Leadership: Sharing the Vision
Legendary Leadership Lessons
Lighting the Future
Meeting the Challenge
Making a Difference
Make it Happen

Make it Matter!

Make Every Connection Matter!

Millennium: Honoring the Past, Treasuring the Present, Shaping the Future

Moving to Mastery

Make the Member Connection—Mission Possible

New Economy Efficiencies/Old Economy Relationships

Next Generation Leadership

Navigating the Future

Operation Excellence

People, Process & Performance

Peak Performance

Partners in Excellence

Prism of Possibilities

People, Purpose & Passion: The Pathway to Success

Pump Up Your Sales Success

Partners in Progress

Performance Driven

Pride and Performance

Play to Win

Portraits of Success

Power of the Past – Force of the Future

Peak Performance

Power Up!

Quality Connections Ready, Set, Grow

Right time - Right now

Rev Up Your Business

Selling Beyond Price

Sharing Solutions

Share the Vision
Shaping the Future
Showtime!
Success Oriented
Shoot for the Stars
Strategies for Success
Success through Synergy
Service You Can Trust
Switch It On
Swing For the Fences
Team (name of company)
Together Towards Tomorrow
The Challenge of Change
The Power of You
The _____ Experience
The Pride and the Promise
Takin' It to the Streets
The Power of Performance
The International Business Forum: Where Worlds Meet
The Future is Today
The Measure of Tomorrow
Taking Charge of Change
The Spirit of Adventure: Journey into the 21st Century
Today's Vision: Tomorrow's Reality
Think Big
Take Action
Team Impact
Understanding What's Important

Viva Las Vegas

Waves of Change: Oceans of Opportunity

We Create Opportunity

Where Technology Shapes Solutions

We Are All In

We've Got the Power

Winning Together

Working Together Wins

Yes We Can

Your Most Important Asset – People

You Ain't Seen Nothin' Yet



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