

Meeting Client Expectations Seminar

Presented by Dawn Donahue

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Event management is about managing work processes and leading people. The technical skills of an event manager—the ability to organize the project and develop a scope, budget, and schedule—are critical to executing the event that will be on time, within budget, and to the clients specifications. However, the event will not be a success if the important stakeholders are unhappy with the results.

Managing client expectations is a critical skill in delivering good quality work, which both you and your clients are happy with. Client expectations tie directly into the level of satisfaction a client will receive from your work.

Client expectations are rising faster than a helium balloon untied. Expectations have evolved over time; however, with today's technology, they have increased over the last few years at the speed of light – instant responses required.

This session is an interactive seminar, with the following key identifiers:

How to identify your client's expectations?

- Listen, personalize, communicate, and respond.

How to meet your client's expectations?

- Listen, respond, constant communications, and boundaries.

Keys to Influencing Expectations

1. Establish Trust
2. Educate, Educate, Educate
3. Explain Why
4. Balance the give and take
5. Sooner is better than later

The Takeaway:

The goal is to not just meet client expectations; it should be to 'wow' clients and exceed expectations. When you exceed expectations, you create an experience that the client remembers. That experience is the key to success, and to new business.



Success is in the Details

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