

Megan Hills interviews  
**Roxanne Ruscoe**  
Manager  
The Event Works



## How to plan for an effective meeting

Roxanne Ruscoe is used to planning meetings with hundreds of participants – otherwise known as ‘conferences’. But she has also been hired to organise internal meetings with small numbers, where the outcome is crucial and professional efficiency counts.

For all of Roxanne’s ‘meeting expertise’, unfortunate things can still happen. “I had coordinated a venue that I’d used before. And I already knew that there would be a display area – a vital requirement for this particular meeting. When booking, the venue staff gave me verbal confirmation that the display area would be available for the meeting. Unfortunately when the day came, it wasn’t. Disaster had struck.”

“There was a frantic last minute scramble for an alternative solution. My knowledge of the venue meant that a surprising but workable space could be created. The result? All who attended were none the wiser about the mishap. The meeting progressed smoothly and was a great success.”

“The moral of this story is this: ensure clear communication at all times - and in writing!”

### **Roxanne’s Top 3 Tips for planning an effective meeting:**

#### **1. Clear communication and attention to detail**

Ensure that every planning detail is clear and in writing – including: meeting objectives, timelines, budget, participant list, venue, equipment and catering arrangements, marketing (if a public meeting) and communications (if a private meeting), materials for distribution organised in advance and a post-meeting evaluation.

#### **2. Time-sensitivity**

Whether it’s preparing a venue or equipment in advance, giving attendees plenty of lead-time to diarise the meeting, or the running of the meeting itself – be respectful of other people’s time and what has been agreed to in terms of time scheduling.

#### **3. People: manager, facilitator and attendees**

Identify early who should be attending – and guiding - the meeting, and coordinate key presenter(s) in advance. For larger meetings, an experienced meeting manager can end up saving you time and money, while ensuring a more successful outcome.

### **What Roxanne Ruscoe says about Think Learn Succeed**

“I’ve worked with Eleanor for over a decade and have seen her facilitate a lot of meetings. She is able to draw out the best from people while sticking to the meeting’s objectives and time-schedule. As a facilitator, she is truly inspiring.”

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