



great groups make  
great things happen

## Conference Wrap Maximize your conference potential

A **Conference Wrap** will increase the value of the experience for your attendees, while giving you a competitive advantage in marketing your conference. A variety of online tools can be used to create the experience that you, your sponsors, and your conference attendees can benefit from before and after the actual conference events.

### Pre-Conference

#### Tools for conference organizers

- Online payment and registration
- Attendee surveys to gather information and customize the conference to their needs
- Presenter Lounge where you can interact with your speakers before the event to ensure that questions are answered and materials are submitted in advance

#### Networking tools

- Profile tools to help attendees find others with similar interests
- Café for attendees to discuss particular interests and questions

- Sign-up tools to arrange conference lunch table seating by topic or small group dinners

#### Resource Center

- Advance speaker materials helps attendees select sessions
- Glossary of terms to familiarize attendees new to the subject matter
- Online bookstore to showcase books by conference speakers

#### Conference Information

- Logistical information about the conference, the location, and amenities
- Last minute updates

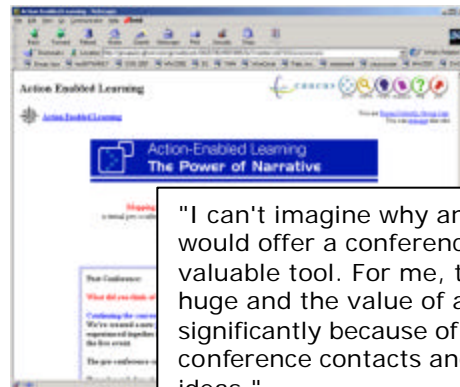
### Post-Conference

#### Tools for conference organizers

- Evaluation forms or surveys
- Extended exhibitor opportunities

#### Attendee benefits

- Follow-up materials and summaries from speakers and workshops
- Opportunity to ask questions they didn't think of until they got home
- Photos and video clips from the conference
- Access to online workshops that attendees can purchase separately



"I can't imagine why an organization would offer a conference without this valuable tool. For me, the impact was huge and the value of attending rose significantly because of the pre-conference contacts and sharing of ideas."  
- Dirk Walvoord, Chicago Storyworks

**Group Jazz** supports the work of groups, whether they meet face-to-face, online, or both. Bringing together the best tools, technologies, media, and PEOPLE to produce great group experiences with powerful results. **Group Jazz** is a pioneer in the human and social aspects of online communities. Using a production process that includes social, management, and technical aspects, **Group Jazz** creates events that are both engaging and valuable for participants.

Contact Peter Ladd at [pladd@groupjazz.com](mailto:pladd@groupjazz.com) to find out how **Group Jazz** can maximize your conference potential.

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