

Meeting Support Institute

Meeting Content Conference

Frankfurt, 20 April 2007

Results from: [Crystal Interactive](#)

Maarten Vanneste Brainstorm – Why do people organise events?

Learning

- To share knowledge
- To learn
- To learn
- Educate physicians
- To transfer share information
- Teach
- Get new insights
- Network, share ideas, learn ea
- Because they don't know better
- Spread knowledge
- Learn from each other
- Future trends
- Generate new ideas, products and services
- Determine strategies
- Legal reasons (e.g. AGM)
- Official association business
- To get their point across
- Brainstorm to crystallize strategy
- To create new business opportunities
- Personal development
- To respond to new developments in the market environment
- To realize human potentials, by having people interact and inspire each other
- Share best practices
- Improve personal competencies
- To get people updated
- To challenge thought
- To steal ideas from others
- To negotiate

Networking

- To network with other delegates
- To be seen
- Share experiences
- Face to face
- Networking
- To share info
- Because they don't know what to do else
- Exchange
- Offer experiences
- Business networking
- To promote your organisation
- To meet
- Bring together colleagues
- To find their next job / new employees, through networking
- Community building
- To find a partner
- To meet people (again)
- To meet important people
- Communicational channel
- Refresh
- To make sure knowledge goes around

Motivation

- To celebrate achievements
- Motivation
- To motivate people or departments to work together
- To have fun
- Excitement
- To reward and inspire
- Ego and self gratification
- Motivate management
- The CEO wants a meeting
- To get out of routine
- Grow
- To get out of the office
- Lobbying
- To change behaviour
- To have fun
- To reward high achievers
- Confirm my superiority / intelligence

- Become motivated
- Me for president
- Exposure to other cultures
- To find new
- Raise their profile
- Generate new knowledge
- Introduce new products to the sales force

Other

- To earn money, generate profits, because it's possible to make huge amounts of money, to get money, Make money, Create value for stakeholders
- To give speakers a job, because they always have! , Habit (we are obliged to run our conference)