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Main Story: Meeting Planners: How To Create The Perfect Meeting



YOUR THOUGHTS AND RESPONSES

Meeting Planners: How To Create The Perfect Meeting

I wanted to thank everyone for your input, expertise and thoughtful response to our question, "How to create a perfect meeting?" Below is a summary of your responses to questions 1 and 2:

These events provide a fantastic opportunity to expand your customer experience beyond typical interactions like sales, training, and consulting. Further, having your customers interact with each other is priceless. Strategically coordinating simple conversations between your participants can accelerate their growth and development, create AHA moments that will help them in their day to day routines and challenge them to seek new ways to run the business. Customer-to-customer conversations can ignite new up-sell and expansion opportunities.

1. What are the goals of the event?

Remember your SMART (specific, measurable, attainable, relevant, time-bound) objectives, and use this approach as you take extensive notes and action plans for each workshop and breakout. Once you have the foundations of your event sorted out, you can start handpicking all the workshops to round out your event and make it sparkle

2. What type of event is this?

The first question to ask is about the nature of the event, as all subsequent event planning questions will be determined by this answer. Is this a meeting? A corporate event? A promotional event? The nature of the event will determine the activity and often the location.

I am very interested and am sure you have your own thoughts that you would like to share. Over the next few editions, we will build out a question or two ***using your thoughts.*** Please send me your thoughts on questions 3 and 4 for our next edition: ***3. What is the best time for this event?*** and ***4. What is the theme of this event?***. Please email me with your ideas at rockyromanella@gmail.com. We will also have a new video podcast available on this subject shortly (details below).

Special Gift For Responders

As a thank you, the email addresses of those who respond to this survey will be entered in a drawing to receive a free signed paperback copy of ***Tighten the Lug Nuts - The Principles of Balanced Leadership***. Three names will be drawn and I will contact the winners via email.

New Podcast: Richmond Events

I recently spoke with Adrienne Garland, Conference manager, Logistics and Supply Chain Forum at Richmond Events. I will be the Keynote Speaker at their upcoming conference so we naturally discussed the concept of Balanced Leadership and the need for everyone in the organization to keep the customer "top of mind".



Episode 36

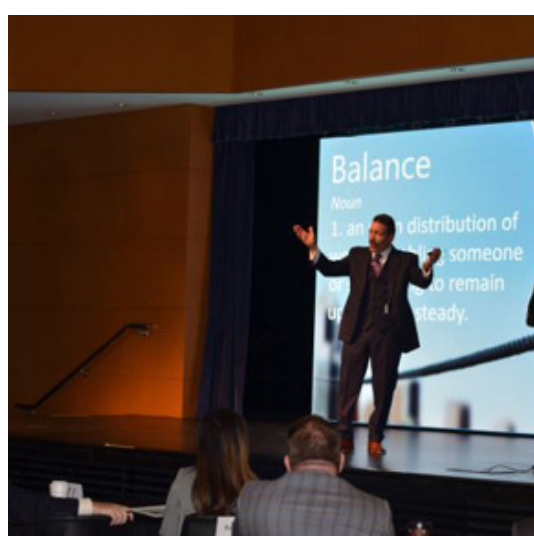
Listen To The Podcast

How to create the perfect meeting

New Video Podcast Coming Soon:

How To Create The Perfect Meeting

I was recently interviewed by Don McCauley regarding how to create the perfect meeting. In this interview we covered all the important questions, including most of the topics listed above. Many of these principles will apply to any type of meeting or event. The full interview will be available shortly and we'll have it up before the next newsletter.



Your Next Conference, Your Next Motivational Speaker, Your Next Topic

To achieve success, you will need to embrace the Balanced Leadership philosophy along with the goals and objectives through walking the talk and your daily actions. Your success will be measured by the degree to which everyone in your organization at every level begins to understand, embrace, emulate, and execute the vision and strategy.

Book Rocky Now



Keynote: Richmond Logistics And Supply Chain Forum

Making Informed Operational Decisions with your Three Key Constituents in Mind – I will be sharing my thoughts and experiences with participants as I prepare for my opening keynote speech at the Richmond Logistics & Supply Chain Forum being held from June 2nd to 4th at the Ritz Carlton Golf Resort in Naples, FL.

If you are a senior logistic/supply chain executive on the buyer side please contact Adam Fezza for a complimentary invitation (afezza@richmondevents.com / 212 651 8740)

3PL & Supply Chain Summit: Atlanta, June 10 - 12th, 2019

I will be conducting a Breakout Session at this conference.

Supply chain has evolved - so has the customer's expectation.

To succeed, organizations must *scale their digital capabilities to improve their agility, reduce costs, build strategic relationships, combat the capacity crunch and deliver visibility and transparency.*

It's now essential for organizations to transform to stay competitive.

With new digital technologies and strategies taking center stage, the 3PL & Supply Chain Summit brings together exclusive content across four dedicated tracks on Logistics Strategy, Supply Chain Strategy, Technology and eCommerce to give you all you need to keep pace with ever increasing customer expectations.

My breakout is designed to bring huge value for your entire team. Make sure you and your team capitalize on this breakout session and the entire conference and join the supply chain community in Atlanta from June 10-12th to maximize your opportunities for success.

Book Rocky Now

Book Signing - Book Bin, Onley VA

I held at a book signing on April 13 at Book Bin at 25304 Lankford Hwy. in Onley, VA. It was a great day for everyone who attended the event.

Interested in a book signing?

Please contact me personally with any questions or to schedule a book signing, If you would like to purchase books as a gift and would like them signed, call or email me at rockyromanella@gmail.com to coordinate.

Or you can use the contact form at 3SIXTYManagementServices.com





Coach's Corner - Exclusive never-seen before interview with UCLA Coach John Wooden

In every newsletter I include a quote from UCLA Coach John Wooden, whom I had the great pleasure to interview while I was a leader at UPS. Coach often said, **“When everyone is thinking the same, no one is thinking”** Click below to view the full interview.



If you play a coaching role (and we all do), please look at the unique and exclusive interview with legendary Coach John Wooden on our website. Coach Wooden was a supporter of the Jimmy V Foundation and in memory of Coach Valvano, who passed away, April 28, 1993, we are remembering Coach Valvano and his fight by donating one dollar to the Jimmy V Fund to find the cure for each copy of *Tighten The Lug Nuts* sold.



Coach Valvano is remembered for being many things: a player, a coach, a broadcaster, a brother, husband and a father. But above all he was an inspiration. And when he was diagnosed with cancer at 46, he never gave up. Thank you in advance for your generous support and enjoy the book.



[Visit The Coach's Corner](#)



The Video Library is Here (And, You Don't Need a Library Card)

Time is of the essence for all of us. We are overloaded with information – so much so that we simply cannot digest it all. For this reason, I am very excited to announce our new video library.

Here you can explore important concepts in mere minutes. Short on ideas for your next meeting? There are loads of ideas here. Need a quick video for your next gathering? Looking for a keynote speaker or advisor? You might find just what you are looking for here. New videos are added regularly, so be sure to check back soon.

Take a moment and check out our [new commercial](#) for *Tighten The Lug Nuts* entitled *Become A Better Leader*.

[Visit The Video Library](#)

What Others Are Saying . . .

"Rocky Romanella brings real lessons for leadership from decades of management practice. Practical lessons in values, roles, problems, energy, and legacy are delivered in context of real-world experience - but with lessons directly accessible to the reader. A different, and worthy read."

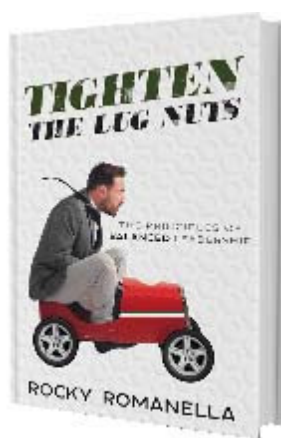
Benn Konsynski, Ph.D, Emory University, George S. Craft Distinguished University Professor of Information Systems and Operations Management

"Rocky was an inspiration to our Carnegie Business Collaborative (CBC) networking members. He was motivating, informative and fun and gave us real life examples on his balance leadership experiences. We all went back to our office's better leaders today because of him. I am thrilled and honored to have had Rocky at our networking meeting and the entire group felt the same. And 'The Lugnuts' were flying outta there. I urge you to get your copy."

Christopher Kuhn, President & CEO, ELO Consulting, LLC, CBC Networking Group Member

Even Google likes us. We are ranked at #5 for *Motivational Keynote Speaker 2019*, #6 for *2019 Motivational Keynote Speakers* and #5 for *Best 2019 Motivational Keynote Speakers*.

[Read More](#)



Tighten the Lug Nuts: The Principles of Balanced Leadership

Leadership is something we all have concerns about. Leadership is not a concept that only applies to certain people in business, government, and civic organizations. The reality is that no matter our age, gender, occupation, educational level, or position in life, each of us touches and influences other lives. In this book, rated 5 stars on Amazon, I present a powerful overview of the concepts of Balanced Leadership and how each of us as leaders in our own way can make a difference and Leave Our Legacy.

Get Your Copy

FREE ASSESSMENT

Help your team become more effective and take on bigger and more significant challenges. The 3SIXTY business leadership training team brings decades of experience in our partnership with you to tailor comprehensive leadership development curriculum for your team members and train them on skills that will transform your organization.

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