

# Hooray for football!

## The Organiser forum comes to the Emirates Stadium...

**W**hen you read this testimonial from a happy exhibitor from the last Organiser Forum you may be forgiven for being a little confused:

Why network?

Why interact?

Why bother?

Why...??

Because.....

Networking works...

Interaction is essential...

And bothering shows we care!

That's why.....

And that's why the ORGANISER FORUM is the best networking and interactive day, all in one.

After all, without networking, you have no networks.....

Without interaction, you have no clients.....

And if you don't bother, no one else will either.

So, The Organiser Forum then.... what is it exactly, I hear you ask?

Is it a new way for people to network based on Roman mythology?

Is it a military drill and code for event professionals to adhere to?

Is it the new North London Derby, where footballers take on event managers, and lose?!

No no, its not one of them, but its all of them, nicely wrapped and and combined together into a sweet cornucopia of networking, face-to-face meetings, one-on-ones and a great day out, with copious lashings of coffee and biscuits, a slap-up lunch and wine to end the day off! And all credit to event entrepreneur Jon Feld and his hard-working team from Angel Media and Amanda and her logistics and marketing team from MSG-Marketing & Events, for putting together a one-day event where you just park up, turn up, plug in and play. And Prestige Events magazine was there, as was our Publisher, a loyal Arsenal fan too, to see what goes on behind the scenes on such an occasion as the Feld home team strike out. And win. Here's what they have to say:

"We help arrange many events throughout the year and if I was asked why The Organiser Forum works well - I would have to say that it is due to unique balance of pre-booked appointments and informal network-

ing opportunities on the day. Delegates and exhibitors have the ability to make the most of a day out of the office by planning their time. It is so much more effective than standing or walking around an exhibition all day only to find that there have been no worthwhile meetings all day - and nobody was there you wanted to meet.

At the latest Forum which took place in October just gone, the magazine's controversial columnist, yes, the infamous Dr. M was there to open up the day and deliver a killer workshop and piece of event role-play and get everyone in the mood for what proved to be a riveting match and day, played to the limit as well. Nothing new there eh? The Dr. does like his event "pound of flesh". As for Dr.M, well, he spared nobody and took all the workshop attendees as his prisoners as he talked about "Preparing For Every Event-Uality" was a 45 minute rollercoaster of freestyle interactive fun. A maverick cross between the "X-Factor" and "Dragon's Den" where two opposing teams of 12 each has 20 minutes to create the perfect event, promote it, sell it to the judges and face each other off, in a head-to-head "sales pitch". A pitch to the death. Madness indeed, but fun all the way.

The Organiser Forum goes from strength to strength and next year, 2007 will see two Forums, so watch this space in the magazine for more details but diarise it now: 9<sup>th</sup> may at Wembley, for the 1<sup>st</sup> Forum and November 2007 (date tbc) for the 2<sup>nd</sup> one at the Science Museum., so, dust our your event football kit, get in training and prepare to go head to head with Angel Media again and secure yourself a 1<sup>st</sup> squad place at this next one, not forgetting to WORK HARD, & PLAY HARDER! (Dr.M's medical orders, of course...)

"Veni, Vidi, Vici" as the Romans would have said, I guess.

Once again, full marks scored and a home win for the new Emirates Stadium.

Go on then, treat yourself to an event makeover today and book a place on the next forum day.

THE ORGANISER FORUM.....because you're worth it!

Contact Jon at The Organiser on [www.organiserforum.com](http://www.organiserforum.com) for more information and a booking form for the 2007 shows.

