

What do you really want?

Feedback from questions on what the industry is looking for from its forums

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We asked this question of our forum's members. In this constantly changing world, we are constantly looking to improve the quality and value of the Forum events that we run. Therefore, member feedback is a very important and crucial part of this process. Recently we asked our members what they want from the forums that we run.

The answers were very encouraging and echoed largely the key benefits that exist in the current forums format, but we are always looking to improve and never stand still. Below is the key feedback that was given during the workshops.

The first question was please tell us: "What do you want: what do you really, really want" from the forums that we run?:

- Sharing of knowledge with other members.
- Communities, not just meetings.
- Meaningful discussions.
- Shared best practices.
- Honest feedback from the members.
- Valuable take-aways.
- Interactive sessions.
- To meet new people.
- Access to subject-matter experts.

A very important set of requirements. These are not new to us, however we do need

to maintain these as the foundation stones of what we deliver on a consistent basis. The second question was please tell us: "What in your view should be the key attributes of the forums"?

- Attract new members and grow.
- Member's participation.
- Member's engagement and interaction.
- Meaningful debates.
- Interesting content.
- Tutorials and workshops.
- Sharing of past experiences.
- Quality communication.

We like to think that we deliver something that is different. Our forums are learning experiences where the agenda items are dictated by the members. We have moved on from old-school 'death by PowerPoint' sessions. To us, the mix of subject-matter experts and



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member's experiences is what delivers quality and added value to our attendees.

The final question was: "What are the main qualities of the forums that attracts members to attend?"

- Hearing members experiences.
- They assist learning.
- Open discussions.
- Honesty.
- Good conversations.
- Meeting my peers.
- Diverse backgrounds of attendees.
- Good listeners.
- Members participation.
- Everybody is approachable, receptive, and responsive.

The above responses and feedback from our members is very encouraging. We are pleased that this is a true reflection of both the experiences and requirements that our existing and potential members want to have when they attend a Forums International Forum. New for this year, we are offering 'virtual' access to selective forums. When you cannot get away from the office virtual attendance gives you the option to take part in the forum from your desk. Please ask for details.

April to June's forums

- 9 April – Credit Professionals Forum – Bracknell
- 10 April – SAP User Group – London
- 11 April – IT Distributors & Resellers Credit Forum – Stratford-upon-Avon
- 14 May** – Export Credit Forum - London
- 14 May** – ICT Credit Forum - London
- 16 May – Fraud Prevention Network – Inaugural Meeting – London
- 6 June – Senior Management Forum – Stratford-upon-Avon
- 11 June** – Pharmaceuticals & Medical Devices Credit Forum – Stratford upon Avon
- 13/14 June** – International Telecoms Risk Forum - London

** virtual access available. **CCR**