

Lessons Learned

1. Take time to reflect on your plan and stakeholders' feedback
2. Don't lose your target audience focus. That is who you are there for.
3. Marketing is essential to get people to attend
4. Stay the course, be patient because people will come around once they build trust in the program
5. Time softens negotiations, never rush them unless you are prepared to fully accommodate others
6. The most essential element is to make it engaging, not just short n snappy

