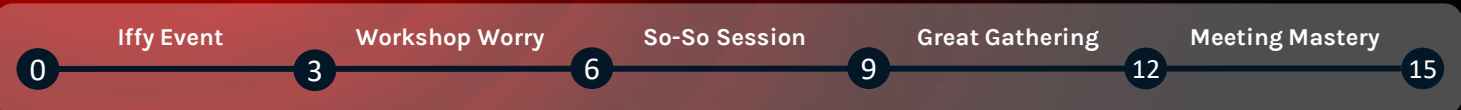




A successful meeting or training event is more than just a moment in time. It's a finely tuned series of events taking place before, during, and after that block of time on the calendar which works in harmony to create an event that truly moves the needle.

Use this checklist to help determine how ready you are to make your next meeting truly more than a moment. Feel free to score yourself (*1 point for each box you check*) and let us know where you are on the scale below!



MOBILIZE *(pre-meeting)*

- ☐ Clearly defined learning objectives tied to business and patient service outcomes
- ☐ Alignment with stakeholders: marketing, sales leadership, and operations
- ☐ A plan for how to build enthusiasm, anticipation, and excitement
- ☐ Tactics in place for how to set a *knowledge* foundation for *application* success
- ☐ A baseline score/alignment for measurement of outcomes post-meeting

MOMENT *(meeting)*

- ☐ Cohesive strategy for aligning all workshop sessions to a common goal/outcome
- ☐ A series of highly engaging, application-focused activities (that are simple to run)
- ☐ Appropriately challenging sessions to spur growth and evolution
- ☐ Opportunities for feedback and measurement (possibly including a competition?)
- ☐ Clear call to action for expectations once back in the field

MOMENTUM *(pull through)*

- ☐ Predetermined plan for keeping objectives in motion and growing
- ☐ Simple sustainment deliverables with minimal impact on field time
- ☐ Activating/empowering field leadership to drive ongoing development (coaching)
- ☐ Ongoing opportunities for feedback and measurement
- ☐ Planning how to maintain enthusiasm and energy

TOTAL