



ABPCO EVENTS

EXCELLENCE AWARDS

Considering entering an awards category is daunting, there are so many brilliant people, organisations, conferences... so don't think about it, think about what you have done that was great, that made you , your team your CEO go "wow" , and start there.

We move so quick from one event to another, dealing with logistics, speakers, finance the occasional crisis, we don't spend time reflecting on how the amazing the team is, the incredible individual that made a difference, the meticulous planning the brilliant creative thinking that allowed us to deliver the event we did, that the audience loved, that they went away from with new ideas, increased energy , the knowledge and contacts and a determination to make the changes that improve "the world".

What did I, my team, my organisation, the Royal College of Physicians get out of our award entry. It made us realise we were all of the above, individually and as a team, and that made us feel better about ourselves, so improved mental health is the number one outcome. Second we reflected and discussed what was the difference that made the ok good, and the good great , and we have added that knowledge to future events.

As small team at the RCP we gained visibility in a large association by talking to the conference participants, speakers, sponsors after their events, they started to recognise us as a centre of excellence, a group they could talk to about the events they were thinking of hosting , but were uncertain how to proceed, so our business grew, and that was before we won...

Winning, well that's the goal you enter this for, what does winning get you, (a lot more work!) but it also gets you substantial benefits to your professional standing and has solidified the RCPs reputation as a leader in hosting and organising high-calibre conferences. As an award-winning team, the accolade enhances the teams individual and group credibility within the industry and among potential clients, showcasing our capacity to deliver superior events that meet and exceed expectations as recognised by our peers in ABPCO. Its opened doors that were previously shut to us, connecting us with key industry leaders and innovators, which has led to fruitful collaborations and partnerships. It has also provided us with a competitive edge, attracting sponsorships and support from sources we couldn't previously attract. And finally at the awards, and you really should attend, at ABPCO you learn from everyone, it's a friendly community of people all who are experts in different areas, all who share , all who want you to succeed!

So award entries:

- allow you to see how good you and your team are
- improve your mental health (just believe me they do)
- help your personal and teams professional growth
- improve your opportunities to grow and enhance your business be it internal or external
- allow you to have fun and learn with your ABPCO peers

Regards,

David Parker | Commercial and Events Director
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