

FORMATS FOR SUMMITS AND SESSIONS WITHIN SUMMITS

What kind of event will best meet your needs? There are various types of events that might help you achieve your goals. All serve the same state level mission, but some might better serve identified goals and audiences.

HERE ARE SOME COMMON EVENT TYPES:

TYPE	DESCRIPTION
SUMMIT OR CONFERENCE	<p>Typically a larger gathering where attendees share their viewpoints around a topic of common concern. This kind of gathering allows you to address multiple stakeholders within one larger event. The larger group can then be divided to better cater messaging and content to each specific audience.</p> <p>PROS:</p> <ol style="list-style-type: none">1. You can have a wide array of topics and themes covered during a one or multi-day conference2. Allows for expanded capacity for attendance3. Agenda can be arranged with a mix of panels, workshops, and networking <p>CONS:</p> <ol style="list-style-type: none">1. Often requires reaching out for sponsorship in order to cover the costs of launch which may cause delays2. Requires longer-term planning
WORKSHOP	<p>Provide informative and interactive opportunities for skill development. Can be an effective vehicle for professional development.</p> <p>PROS:</p> <ol style="list-style-type: none">1. Relatively easy to launch2. Easy to find instructors and topics3. Can allow for deep engagement with a topic and allow for knowledge building <p>CONS:</p> <ol style="list-style-type: none">1. Can lack the depth necessary to solve real problems2. The versions of products created don't always engage with the audiences and the problems they are meant to solve3. May lack networking and knowledge sharing if overly focused on teaching a specific concept or curriculum

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WORKING GROUP	<p>A focused study of a particular problem or question, with the goal of making a recommendation based on findings.</p> <p>PROS:</p> <ol style="list-style-type: none"> 1. Easy to manage 2. Opportunity to leverage expertise more deeply 3. Advance a specific task <p>CONS:</p> <ol style="list-style-type: none"> 1. Limited set of perspectives 2. May not include a broadbase of stakeholders 3. Often a very focused meeting
UN-CONFERENCE	<p>A loosely structured conference emphasizing the informal exchange of information and ideas among participants, rather than following a conventionally structured program of events.</p> <p>PROS:</p> <ol style="list-style-type: none"> 1. Allows flexibility of topics covered 2. Stakeholders help to organize the meeting and control content discussed <p>CONS:</p> <ol style="list-style-type: none"> 1. Difficult to anticipate needs in terms of expertise and amount of facilitators, breakout room space, and supplies 2. Managing “on the fly” can be stressful for the core group who are organizing the event
FOCUS GROUPS	<p>A demographically diverse group of people assembled to participate in a guided discussion about a particular topic or issue.</p> <p>PROS:</p> <ol style="list-style-type: none"> 1. Can be incredibly beneficial to getting feedback on specific issues from target populations 2. Can use both qualitative and quantitative data to solve problems 3. Allows the users to lead the conversation <p>CONS:</p> <ol style="list-style-type: none"> 1. User demographic can be biased 2. Finding members of a specific target group can be difficult