**Assessment 6: Project : Post-conference report**

#### What went well?

1. **Barista showed great performance and people liked it.**
2. **All progress of the conference programs had no problems at all.**
3. **People showed positive response to the comedian’s speech.**

**What didn’t go well?**

1. **Marketing promotion for the conference hasn’t showed good result.**
2. **People weren’t happy with dinner buffet the venue provided.**
3. **Some audio system didn’t work well sometimes because of shortage of electicity.**

#### What was lacking?

1. **The planned budgets for the marketing events seems short of.**
2. **Marketing events we held multiple times seem not effective to get people’s attention.**
3. **The venue didn’t provide various drinks for dinner.**
4. **The number of staff who are responsible for serving participants were not enough.**

#### What wasn’t expected?

1. **We expected managers and owners might have lots of interest with improving their coffee tastes, but actually only few were interested there we faced up with the problem how to make them come to the conference.**
2. **Marketing cost looks like going higher than our expectation.**
3. **The venue asked more money for adding more kinds of food in dinner buffet.**
4. **Heavy rain made us to delay the conference one time and we had to pay more money to the venue.**

#### Timeline management

1. **We planned very short time for marketing and promotion for the conference. That was a big mistake that we didn’t expect marketing difficulty in Sydney and high cost of it before. We have to be more cautious when we launch something. It’s totally different from the experience we had in Italy.**
2. **Everything aside from the promotion was okay though it costed little bit more than the we expected.**

#### Resource management

1. **All things for presentation worked well aside from some speakers. We set many equipment around the function room and couldn’t expect it needed huge consumption.**
2. **Many snacks we prepared for the tea break are left and wasted. Next time we won’t pill them out in advance.**
3. **The speaker we hired gave nice speech and showed wit through the whole time of the conference. That, hiring comedian as a speaker seems like a good idea to manage good mood.**
4. **Some hired servers weren’t qualified and some weren’t trained properly, they often did mistakes. I might give a training for them before the event at the next conference.**

#### Budget management

1. **Marketing costs went up beyond the plan, we have to give more budget for it next time considering high price of Sydney.**
2. **Deficit is bigger than our expectations due to high cost of marketing expenses.**
3. **The amount of income from entry fees didn’t reach our expectation on account of low participation.**

#### Conference presentations

1. **Deliverables we gave to participants mostly went into the rubbish bin. It simply means that we failed to stimulate them to buy our product. We will hold a meeting the issue on it and how to improve presentation and those things which help presentation.**
2. **The presentation didn’t show enough exclusive features of our coffee machine, we should have stressed it strongly in the presentation. And all stuff for the presentation should be focused on that point addressing why you need this and how it will work better than other coffee machines.**

#### Post conference feedback

1. **First of all, we couldn’t get enough people to attend the conference. We should have given more efforts for the advertisement. When there are many vacant seats, people might not think our product is competitive and good enough to get. This issue is the most important thing above all.**
2. **Our conference is little bit successful in some point like that we showed our presence in the market, but can’t be measured as a big success. We have many things to be developed, at least we found what were our problems.**

#### Event manager recommendations

1. **We underestimated how it is difficult to make people to replace their machine they’re using. So marketing strategy should have been more aggressive, and marketing strategy should been approached with more careful attention.**
2. **Since we have no specialist for presentation and advertisement. I think we’d better ask some assistant from other advertisement company. We didn’t do that because of running out of budgets. But it should be necessary at the next time event.**

**Papers for publication**

1. **Review for the conference from each department involved this event must be submitted to the Marketing boss and General manager.**
2. **News about the conference and the released machine we sell is going to be posted on the local newspapers and some magazines.**
3. **The revised brochures after we found the issue on it from the conference will be printed out and will be distribute to owners and managers of retail coffee shops.**