



We are looking forward to welcoming you to the third **clic+ club conference** at Robinson College on **Friday 24th November 2017 9am-3.30pm**. We're pleased to write with details about your day. Please note that this event will be in The Crausaz Wordsworth Building on Adams Road and networking, tea and coffee will be available from 9am with the conference starting at 9.30am.

Venue:

The Crausaz Wordsworth Building, Adams Road, Cambridge, CB3 9AD. This is set in the grounds of Robinson College. For full directions click [here](#). Bike racks are available immediately outside and here's information on public transport or why not use BlablaCar the UK leading ridesharing service.

Arrival and Parking

If you choose to book a car park space, a parking permit and location map will be sent to you. This needs to be booked by Wednesday 22nd November. The car park is located in Wilberforce Road (postcode CB3 0EQ) and is a 5 minute walk to Robinson College and you are welcome to walk through and enjoy the gardens. The surrounding roads do offer free parking but we cannot guarantee spaces will be available. Airport Lynx are kindly providing a shuttle between the car park and The Crausaz Wordsworth Building between 8.45am- 9.30am and as the conference finishes at 3.15pm/3.30pm until 3.45pm.

CONNECT

Registration and your Name Badge

We will be deploying Blendology 'oneTap' name badges for clic+ club which allow all attendees to connect, engage and interact with others in real-life and online. This is a completely paperless badge. You will be issued your badge at the registration desk and we ask that you **remember to return them to us at the end** of the day so that we can upload your contacts. Happy Networking!

We will also be using Glisser's award winning audience engagement software which shares presentation slides in real-time, then uses audience interaction to improve the delegate experience, and provide useful, but digestible, event analytics. We'll be using the link glsr.it/clicface2face for the day which you can access on your smart device.

LEARN

We've got some great talks and debates lined up for the day where you can get fully involved. As you know the conference is all about the value of face to face events and we find out why this is still so important.

We welcome back Richard John, Director- REALISE, business trainer, consultant, writer, and presenter who will be facilitating in his usual memorable way!

Our engaging and interactive keynote session welcomes [Meetology](#)[®] Lab Founder Jonathan Bradshaw who will help you thrive professionally and personally by delving into his business's rich archive of behavioural research and presenting practical, fascinating and science-based insights that will help you make people skills one of your superpowers. In it you'll learn how to master your emotions, make a great first impression, build trust & rapport, overcome disagreements and ethically influence & persuade others which, in turn, will help you become a better sales person, leader, negotiator and networker by connecting more effectively with your clients, team, suppliers and colleagues.

Two panel discussions follow led by David Preston CEO from [REALISE](#) . David has 25 years of international marketing experience, both client and event agency side. Comfortable suiting up or dressing down. An experienced Blue Chip manager, mentor and coach to individuals and small businesses. We'll be bringing together event apprentices to talk about their viewpoint on the purpose of face to face events. In addition, our panel of marketing and event specialists tackle the issue to ascertain how effective face to face events are as a marketing initiative.

The afternoon session is over to you discussing the challenges we face organising successful events and we hope we can come up with some innovative ideas for the future. A brilliant prize awaits the best idea!

Meet your speakers [here](#)

INNOVATE

In keeping with the ethos of clic+ events, we hope you will learn some new ideas along with useful event tech tools to incorporate into your events. Our event tech area in syndicate rooms 2 and 3 gives you an opportunity to look at what's new and engaging in events. With a showcase of the latest event tech innovations over a nutritious lunch we aim to deliver a truly immersive learning experience.

Also over lunch, syndicate 1 offers an advice shop area where you can meet the clic+ Advisory Board and clic+ event partners and bring your burning questions along, we're here to help.

We have a fun clic+ event partner's passport for you to use. Visit all the event partners and get entered into a fantastic prize draw with the winner announced at the end of the conference! Meet your event partners [here](#)

COMMUNICATE

[Feedback and comment](#)

As you will have your device with you, we encourage you to tweet with your comments, thoughts and feedback. Please feel free to start now, before the event, throughout the afternoon itself and afterwards. Where able please incorporate [@Clicevents17](#) [@RobCollConf](#) and the hashtags [#clicclub](#) [#eventprofs](#) . We will also be filming and streaming some of the talks and using Facebook Live to reach more clic+ fans who are unable to attend on the day.

Clic+ events nominated Charity – [Blue Smile](#)



We are delighted to be supporting a local charity, Blue Smile, for 2017. Four children in every UK class are now likely to have a mental health difficulty - and the problem is growing. It's also a little known fact that children's well-being in parts of Cambridgeshire is amongst the very worst in the country. Attainment amongst deprived children here is also particularly poor, and there is a known link between poor wellbeing and poor attainment.

Without specialist support, vulnerable children can go on to develop mental illnesses and anti-social behaviours, which puts huge pressures on straining local services and costs our community dear.

For more information on Blue Smile please click [here](#)

You will also go away with a complimentary copy of the fabulous clic+ book which explores the 'Five Steps To Successful Events' series, including a summary of the conference content and an action plan to guide you through your future events.

If you have any questions about attending this event, please do email clicplus@robinson.cam.ac.uk or call me on the contact details below. We look forward to seeing you on Friday!

Best wishes and safe journey.

Rose

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