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## **DESIGNING EVENTS RELEASES WHITE PAPER ON CREATING AN 'OVER-PERFORMING CONFERENCE'**

*--Traditional Definition of a Successful Association Conference has Changed --*

TORONTO, Canada -- Aug. 17, 2009 -- Designing Events, LLC, a leading provider of high-performance meeting and conference services to associations, today announced the release of its new white paper, *Advancing Your Membership, Association and Industry*. The document outlines how an over-performing conference is imperative and also achievable without costing an organization more money. The announcement was made at the ASAE Annual Meeting & Expo at the Metro Toronto Convention Centre.

As organizations work to maximize results from every effort, the traditional definition of a successful conference has changed. This change gave the staff at Designing Events the idea to create this white paper. Utilizing more than a decade of association conference experience and data from a recent survey of industry professionals, Designing Events was able to pinpoint the items that are critical to over-performing conferences.

"In the past, what an association may have considered a successful conference hit the mark on some, but not all, of the association's strategic goals. Today, there are opportunities to create an over-performing conference that consistently advances the association's mission and vision at every opportunity," explains Michelle Issing, president of Designing Events. "In this white paper we show that a well-run conference doesn't necessarily equal an over-performing conference. If it doesn't advance the organization's critical areas—membership, the association and the industry—it's simply a well-run conference."

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The white paper outlines how associations can build and measure the success of an over-performing conference. By driving revenue, building community and showcasing the association's leadership, an over-performing conference becomes an integral part of the association's success. Additionally, the over-performing conference will serve as the channel for industry professionals to learn, share, collaborate, grow and move their own companies, organizations and selves forward.

A complimentary copy of the white paper is available now at Designing Event's booth #2345 here at the ASAE Annual Meeting & Expo and at the company's web site [associations.designingevents.com](http://associations.designingevents.com).

### **About Designing Events**

Designing Events, LLC is a premier global provider of planning, management and marketing services for association, pharmaceutical and corporate meetings and conferences. Based in the Baltimore metropolitan area, the company has a proven track record of delivering high-quality results utilizing a comprehensive range of services and resources that are custom-tailored to fit each client's unique needs. Often heralded for their ability to handle a myriad of time-sensitive details with ease, their true measure of success is allowing clients to focus all of their energy and attention on their guests and event goals. For more information, visit [designingevents.com](http://designingevents.com).

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