



Adopting the right management  
process  
August, 2011  
CIBTM







Question 1:

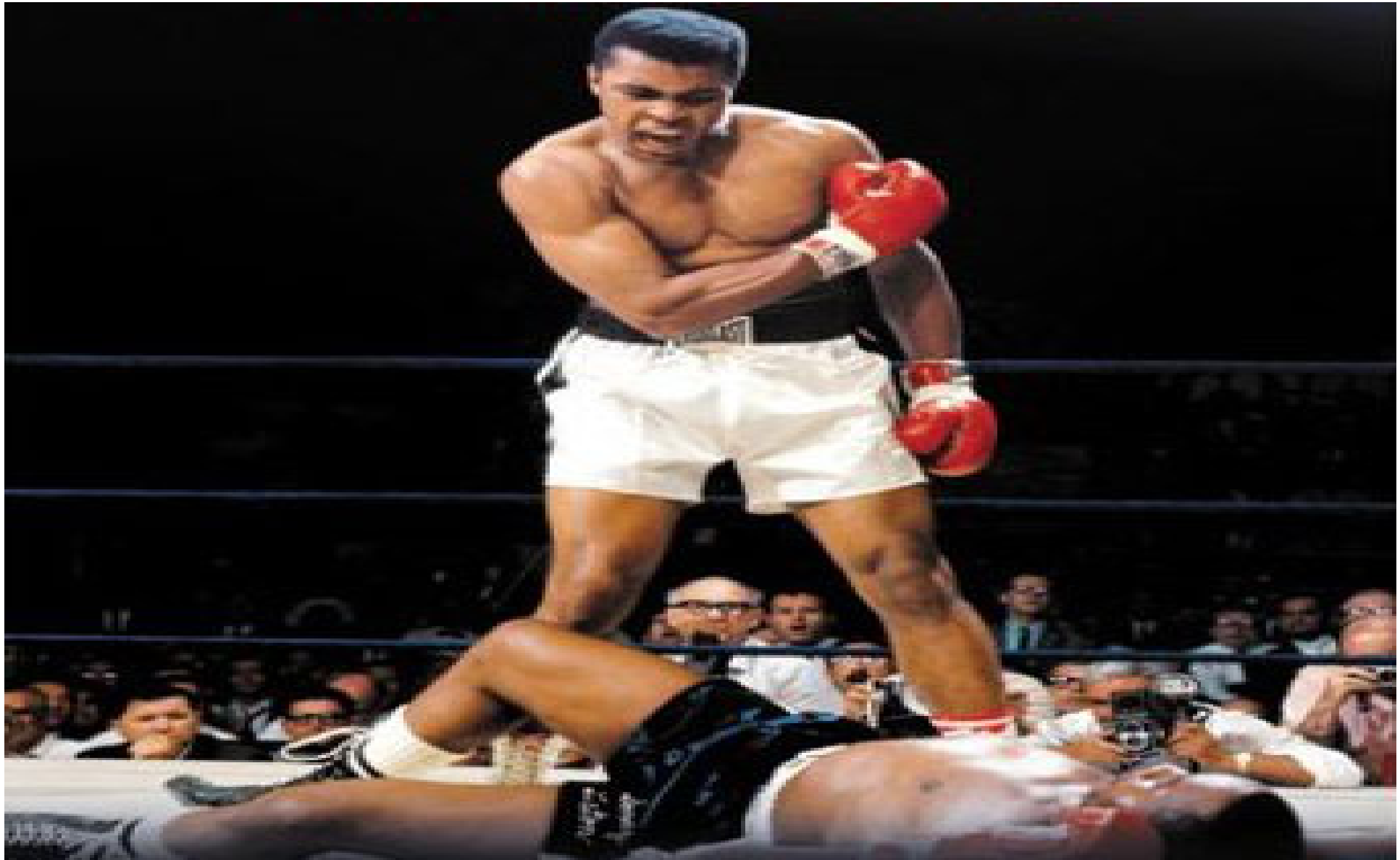
*What will a successful event look like to your customers and your organisation?*

Question 2:

*What are the objectives of each individual section of this event and the event overall?*

Question 3:

*How will you be able to measure the success or otherwise of your event?*



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