

## Hosting Mobey Forum's Member Meetings

Mobey Forum is very grateful for its members' offers to host Member Meetings. The hospitality of our hosts enables us to keep up this quality of meetings and provides our members with the opportunity to meet.

We recognize the effort hosts put into making the meeting successful, and we do our best to support the host wherever possible. We make sure that the host gets maximum benefit from hosting the meeting.

Open discussion in a closed, members-only meeting - Mobey Meetings follow the Chatham House Rule\*, which means that what is said at the meeting cannot be quoted outside in a way that reveals the identity of the speaker or organisation. This allows for a more open and collaborative environment at Mobey Meetings compared to commercial conferences. Press is normally not invited to Mobey Member Meetings to allow for more frank discussion.

Below are some information for prospective hosts for Mobey Member Meetings. The purpose of this document is to outline how our hosts usually participate in organizing the meeting. However, we recognize that every meeting and every host is different, and we are open to suggestions and flexible to new ways of doing things.

### **Reasons to host a Mobey Member Meeting:**

**Host visibility in member communications:** We make sure that the host is visible in all communications materials about the meeting. We always include the name and logo of the host in all emails sent to our members about the meeting, on our website, online registration and

in all visuals at the meeting, including signs, printed agendas and all other communications materials.

**Agenda:** The host is intimately involved in planning the agenda and is welcome to give suggestions for speakers and themes. Mobey Forum has the final responsibility for the agenda.

**Keynote speaking slot:** The first day's keynote presentation slot is always reserved for the host. This gives the host the opportunity to welcome the delegates and to tell the audience about the company's views and new projects.

**Inviting delegates:** Normally the meetings are open for Mobey members only. However, the host has special permission to invite non-member guests to join the meeting. In case you would like to invite journalists or industry analysts, we would appreciate to know it beforehand in order to inform our members. In case there are journalists or non-member industry analysts participating the meeting, we would like to let our members know that this specific Mobey Meetings does not operate under the Chatham House Rule\*. Mobey Day is not under Chatham House Rule either.

**Making announcements:** The host can use Mobey Member Meeting for making product or service announcement. This is a very valid reason to invite press / journalists / influential industry members to increase the publicity of the event and give visibility for the host and the announcement.

\*) When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

## Hosting Mobey Forum's Member Meetings

### What Mobey Meetings mean:

Mobey Member Meetings normally consist of a pre-meetings day (workshop day), the actual Member Meeting for 2 days and a networking cocktails/ dinner.

The pre-meetings day is a day of workgroup and board meetings. This is a full day of meetings, and normally runs from 8.30 am to 7pm.

The Member Meeting usually lasts two days. (There are exceptions to this, especially when the meeting is held in conjunction with another event.) These are usually attended by 80-120 delegates, depending on the location and the dates of the meeting. Day one normally starts around 8.30 am and runs until 5.30 pm. The second day is often a little shorter, ending about 4 pm.

The networking dinner or cocktails is held at the end of the first day of Member Meetings and all delegates from the meeting are invited to attend. The dinner can be a buffet style dinner or a sit down dinner.

### What the host commits to:

**Planning calls:** Mobey Forum and the host hold (bi-)weekly planning calls for some two months before the meeting. The purpose of these calls is to ensure the practicalities of the meeting, plan the agenda and coordinate logistics. Mobey provides a simple, but helpful excel sheet in order to track the agreed action points.

**Logistics:** Mobey hopes that the host would provide the *frame for the meetings*, in other words take charge of selecting and confirming the meeting *venue(s)* both for the member meeting and the workgroup meetings. The host would also be responsible for coordinating with the meeting venue(s) for *catering, meeting*

*equipment* etc. Badges, registrations and member communications are all Mobey Forum's responsibilities, unless otherwise agreed.

**Catering:** Normally the hosts covers the costs incurred from the pre-meetings day and the Member meeting days. Mobey Forum prefers that networking cocktails or dinner on day one of the main meeting is covered by the host. Possible dinner for the board and the workgroups on the pre-meeting day are covered by Mobey Forum.

### What is required from the meeting venue(s):

The pre-meetings require two meeting rooms (equipped with usual meeting tools) for one day. During the last meetings the rooms have been about the sizes of 12 and 18 persons. In terms of catering, there is normally coffee available on arrival, two coffee breaks during the day and a light lunch.

The Member meeting requires an auditorium that fits 80-120 delegates, equipped with microphones, projectors etc, and an A&V person to handle the technical issues in the auditorium. The Member Meeting requires 1-2 assisting staff to help out with registration and badge delivery at the entrance, and to assist in the auditorium if needed.

There is normally coffee available for delegates on arrival, two coffee breaks during the day and lunch. Sometimes the host opts to arrange some recreational program at the end of the first day, but this is completely up to the host.

We are sincerely thankful for your consideration to host Mobey Forum member meeting and would like to do our best to meet your expectations.

\*) When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.