



**intouch**  
INSIGHTS

# Dotting the i's and crossing the t's

By Claire Cox



The Collins Dictionary defines this as “someone that pays great attention to every small detail in a task”. However, it’s often used to express annoyance because such detailed work seems unnecessary and takes a long time. Well, I definitely do not find it annoying! I believe these tasks are what make a delegate’s journey with touch as perfect as humanly possible.

The last few years have seen some massive changes in the events industry, with the sudden move to virtual, then the return to in person events, coupled with a lack of experienced staff, and a realisation that we are all human; 3 years is a long time and some things just get forgotten. Luckily for me, I believe the basics remain the same and one of the most important aspects is that attention to detail. In the Delegate Engagement Team at touch, we look after everything from a very small number of C-suite delegates to head spinning thousands of people excited to connect with one another.

So I frequently tell clients and delegates, I am just dotting the i’s and crossing the t’s. It starts from the invite list, the tiny details such as a comma, which stops an email working. Ensuring the start of an email engages the reader, from the formal APAC attendees to an upbeat introduction, to an incentive. We build registration sites, ensuring we are asking the correct questions; why a delegate doesn’t need accommodation, is as vital, as if they do. The data collected is checked, some automated with Excel tricks and some very human old school checking. That personal touch is needed to spot weird anomalies, remembering an email or a conversation. The data is cleaned, excessive CAPITAL LETTERS removed, and phone numbers formatted correctly for the event destination. Emails are sent to individual delegates to ensure we understand correctly their travel requests & dietary requirements, to make sure their event experience is as flawless as possible.



All this checking and emailing, brings my first reward, beautiful rows of perfect checked data, checked and cross checked one more time for good luck, formatted and sorted. It always makes me smile. I love an Excel report when the numbers add up perfectly, but I also enjoy the challenge of looking for that missing delegate when the numbers don't work. Then it's a quick pivot table, which helps to extract the information you need, instantly. Clients are delighted with the ability to make a large amount of data, easy to manage and access. All the detailed checking of the data means that when colleagues, clients or delegates ask questions, you are able to confidently and quickly provide the answers.

The "perfect" data then goes on the next part of its journey. It is sent securely to suppliers, ensuring I focus their attention on the important, but sometimes minute, details, so they are not missed. We are lucky to work with amazing suppliers, who help us with dotting the i's and crossing the t's, checking the data and asking more questions. The best bit about this job (other than the celebratory drinks once an event is finished), is everyone there in the event venue, and everything that has been arranged, with the beautiful checked data: flights, transfers, hotel accommodation, congress registrations, personalised agendas, table plans, has all worked or is working as planned.

This attention to detail continues on site. My role is always on the Welcome Desk, chatting to delegates about their stay and checking details about their attendance. I really make an effort to remember names and faces, constantly smiling and saying a cheery "Good morning!" to everyone I see.

It is the smallest details that make a big difference, a drink for a delegate working on their own, a chat with the first delegate arriving for dinner, a coffee for the local staff working with you or the driver that is waiting around. The final steps, ensuring that check out and departures are perfect, smiling and waving goodbye. This final touch can really affect a delegate's whole view of the event.

As I continue in events, I will keep dotting the i's and crossing the t's, as I know this attention to details, helps ensure the success of an event, and is part of the magenta magic at touch.

