

# Running a roundtable at HAUC(UK) Convention 2022

## Advice and guidance for sponsors

The HAUC(UK) Convention provides many opportunities for brand exposure and for sponsors to network with attendees. One of the most significant is through running a roundtable session.

HAUC(UK) understand that the solutions that sponsors offer are of significant interest to attendees and so the sponsors roundtables have been built into the main conference agenda. This will ensure maximum exposure to attendees, both prior to the event during the promotion of the agenda, and during the event when your roundtable will be prominently listed on the platform.

Roundtables will be held in a 'Teams' environment, hosted and controlled by sponsors and will include the usual advantage of 'hands-up', screen share, questions, [polling](#) and chat. There is no limit to the number of people attending the roundtable.

## Making the most of your session

Preparation is the key to a successful session.

### Prior to the Convention

- Provide your roundtable topic and description (around 100 words) promptly to GeoPlace so that it can be included in the agenda and promotion of the event
- Promote your session on your social media channels
- Provide wording to GeoPlace for your roundtable to be promoted on the JAG(UK) and Street Works(UK) twitter accounts
- Prepare a live demo or screen shots, a video, structured discussion questions or a topic which will generate a conversation
- Login to the Convention Platform prior to the Convention to check out registered attendees and invite them to attend your roundtable
- Ensure that your Zoom roundtable is appropriately branded
- Promote your roundtable through your profile on the Convention Platform and on the Convention marketing website.

### At the Convention

- Invite attendees to your roundtable through the private 1-2-1 chat function
- Promote your roundtable through the activity wall and all-delegate chat function.

### Planning your roundtable session

A successful roundtable session needs to be well-planned, with your goals defined at the outset. Do you want an interactive session with attendees, or do you want to demo a new product or service, or do you want to address an industry topic?

Ensure that your facilitator is well prepared and engaging. Make sure you pre-prepare the discussion and questions that you would like to ask attendees.