



Steve Olson  
Consulting

Agricultural &  
Organizational Strategists

## Moving Agriculture Forward™

By Creating Conversation,  
Connection, And Community

Guiding agricultural  
organizations toward  
innovative,  
forward-focused  
strategies.

Are we delivering  
maximum value  
for attendees?

How do we get  
more impact  
from our  
conferences?

What is the value  
of an experienced  
outside facilitator?

Can't we conduct a  
Conference 360°  
session with  
internal staff?

### Moving Forward From Informative to Transformative

Conferences are valuable opportunities for organizations to serve its members and stakeholders with dynamic content to prepare attendees for emerging trends, educate on industry segment details, and learn of strategies from other industries that may be applied to individual members and their companies.

**But are conference sponsors and participants getting the most of their investment in money and time?** Will attendees and sponsors be asking the same question? How can I make our conference even better to enhance future attendance?

That is where **Conference 360°** comes into play.

Steve Olson Consulting creates a formal structure to move conferences from Informative to Transformative and enhancing attendees' experience while also increasing ROI to conference organizers and sponsors.

### Conference 360° Specifics

**Conference 360°** involves a Steve Olson Consulting facilitator to:

- Meet with meeting planners to establish objectives and goals
- Design an agenda to actively engage and capture attendees' discussion on featured topics
- Create a discussion guide to enhance the audience experience
- Conduct a post-speaker session to help clarify and solidify
- Prepare a follow up summary to highlight results

**Conference 360° is designed to be collaborative with the conference planner and to address specific objectives, totally customized.**

# CONFERENCE 360°

## Conference 360° Rationale

The typical conference presents industry leaders, thought leaders and strategists from outside experts. Often, there are multiple subjects and speakers/panels being featured. The question becomes: **“How can we get added value from each session?”**

It is well documented that people lose half of what they learned within the next 60 minutes, lose 75% of what they learned in 24 hours, and lost 90% of this knowledge in a week.

As conference attendees are scrutinizing their investment in conference attendance, how do we enhance the value delivered and ensure repeated attendance and participation in future events.

More and more, companies are asking conference attendees to bring back information and strategies to extend their investment. Conference 360° accomplishes this objective.

## Why Hire SOC To Deliver A Transformative Conference Experience?

**SOC helps clients with clients with:**

- **Transformative Conferences**

Partnering with an organization's event planners to design and facilitate conference agendas that move from an informative to transformative experience for attendees. We enhance content by crowdsourcing where **everyone in the room simultaneously becomes a teacher and learner!**

Because participants are actively involved, they have a richer experience, create deeper connections with each other, develop a sense of belonging which builds community.

- **Strategic & Action Planning and Implementation**

Partnering with organizations to make future-focused decision with lasting, positive impacts. Our focus is agricultural businesses and associations.

- **Professional Development**

Providing coaching and training to agricultural associations executives and board of directors.

**Our deep knowledge of agriculture and food brings added value to your conference.**

## SOC Founder Biography



Steve Olson Consulting, LLC was founded by Steve Olson to apply a 35+ year career in food and agriculture that includes 19 years as chief executive for five poultry organizations.

SOC assists leaders, teams, organizations, and industry sectors to make future-focused decisions positively impacting their stakeholders.

SOC facilitates strategic planning, priority-setting, designing and facilitating conference agendas, keynote speaking, workshops that enhance the audience's experience by tapping into their knowledge.



## Services

### Strategic Direction

- Multi-year Planning
- Annual Priority Setting
- Action Plan Implementation with Quarterly Check-in
- Management/Leadership Team Alignment
- Systemizing Business Operations
- Succession Planning
- Industry-wide Initiatives
  - Think-tanks
  - Summits
  - Conferences

### Leadership/Professional Development

- Mastermind Groups

### Conferences/Summits/Think Tanks Partner

- Workshop Presenter
- Design & Facilitate Conferences
  - Agenda design
  - Facilitation partners
  - Engage participants in active learning and building relationships

### Speaking

- Food & Agriculture
- Stakeholder Engagement
- Professional Development
- Youth Development



## Contact

**Learn More by Visiting:**

[www.steveolsonconsulting.com](http://www.steveolsonconsulting.com)

**Directly by Book Here:**

<https://calendly.com/steveolsonconsulting/30min?month=2023-02>

**Simply Call:** (736) 200-1120