

# 5 Tips for Successful Internal Events & Meetings



You may be thinking: *what's the difference between an event and a meeting?*

The only real difference is the scope; the effort and goals are the same.

## Be clear on the purpose

If there is no point or purpose in holding the gathering, there is no need to have the meeting or event. [Hear what Kyle Lacy](#), SVP of Marketing at Seismic, has to say about the goal of internal and external meetings.

## Prioritize meaningful engagement

It's true; people are burned out from virtual meetings and events that are nothing but talking heads. Remedy this by leading with human connection rather than gamification, which can come across as superficial.

## Gather feedback

Tap into your backyard—the people that understand your vision most. Your internal team can help decide the length of the meeting or event and keynote speakers. [Bryan Neale shares more on this.](#)

## Include storytelling

Storytelling is an interactive way to involve others in education. The storytellers can be internal (top reps) or external (customers). Melissa Madian, TMM Enablement Services Founder and Matt Compton, Filo.co CEO & Co-founder, share [why storytelling is necessary.](#)

## Create a flexible agenda

The meeting can quickly become chaotic without an agenda. Creating a schedule will keep everyone on task. [Find tips on creating an impactful agenda.](#)

Create collaborative meetings & events that inform across teams in Filo. [Take a Tour](#)