



# LITTLE THINGS MAKE THE BIGGEST IMPRESSION

According to the Centre for Management and Organization Effectiveness, “the differences between *good* and *absolutely great* are often surprisingly small. Little things matter!”

For us at Calgary TELUS Convention Centre, looking after the little things is a mantra we follow to look after our clients.

When businesses and organizations hold an event—whether recognizing a great achievement, sharing in a celebration, or bringing people together—they are counting on that event to protect their reputation and enhance their brand. Business leaders know that they, and their organizations, will be judged by the success or failure of that event experience. The association with the good (or *absolutely great*) event will enhance the perception held of the organization beyond the event itself.

One industry expert in Organizational Development says:

*“Little things make a big difference in the success of your organization, either by strengthening or fracturing your organization... if an action fractures your business, then the organization is weakened. Actions that strengthen your organization help build your company.”*

Apply this thinking to your own event experiences. Why did some seem *good* while others seem *great*? What was the difference? It likely was something seemingly minor—perhaps a staff member smiling while greeting your delegates, or maybe a gentle suggestion to adjust the lighting to prevent a speaker from being blinded by the light. The big picture experience made it *good*, attention to the little details made it *great*.