



EEMA YOUTH EXCHANGE CONFERENCE 2026 • BORDEAUX • PLENARY SESSION

The Power of Events Management

Organizing and Promoting Projects in a Digital and Crowded World

Amalia Georgescu, PhD- Rotary Iasi Club 2000, District 2241 RO & MD

Events Management & Public Speaking • Plenary

What We'll Cover

1

Why Events Matter

Live experiences in a crowded,
digital-first world.

2

A Simple Framework

Plan → Promote → Deliver →
Evaluate.

3

A Real Case Study

What this looked like at EEMA
Iași 2025.

4

Standing Out, Digitally

Practical tools for promotion and
delivery.

5

Measuring & Sustaining

Turning one event into a lasting
program.

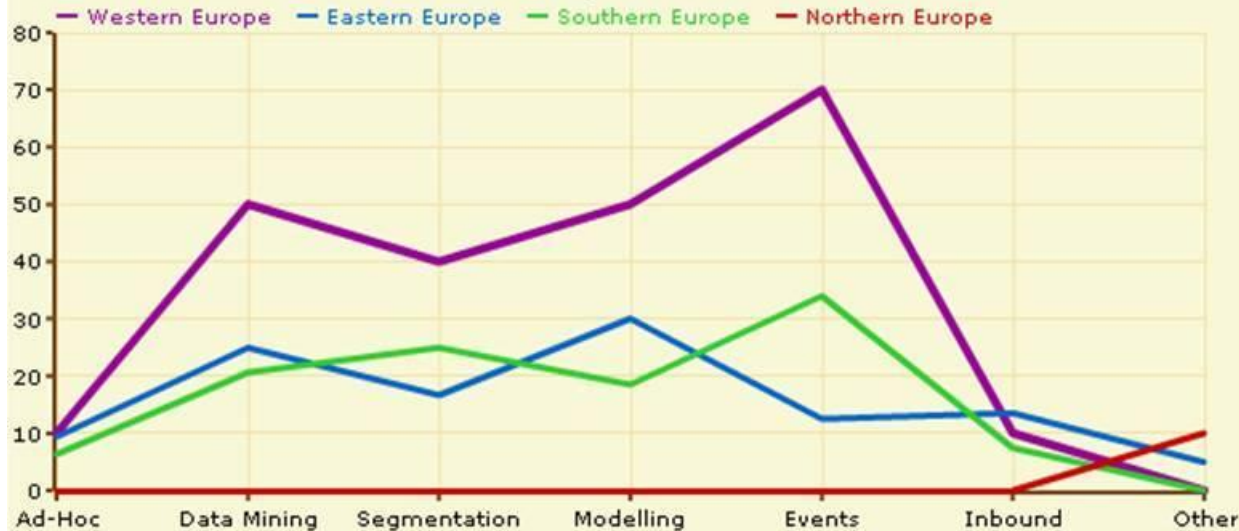
EEMA YOUTH EXCHANGE

Iasi, Romania

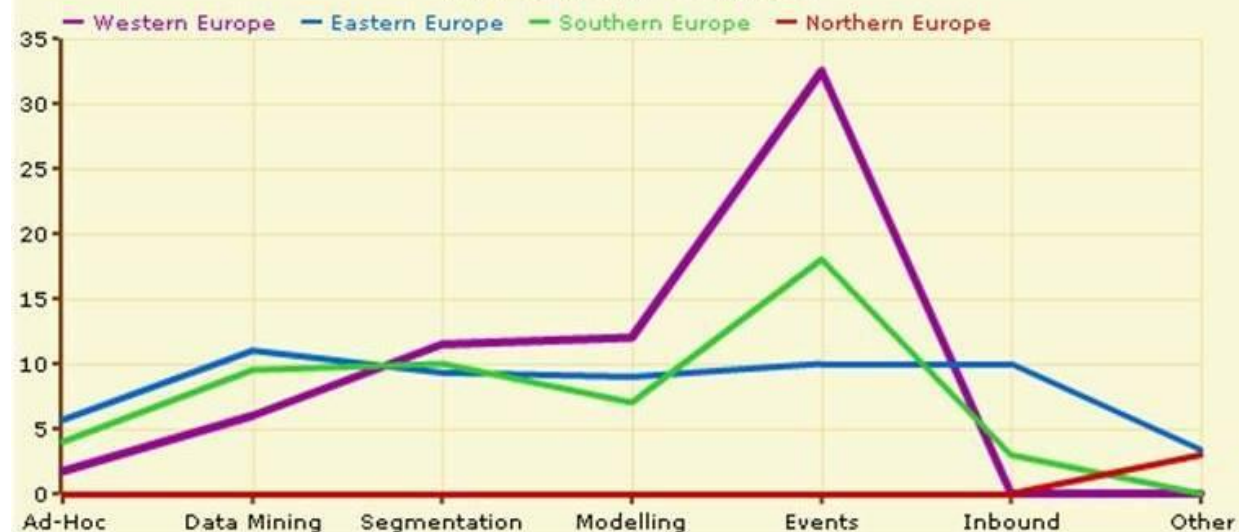


Event Marketing in 2026

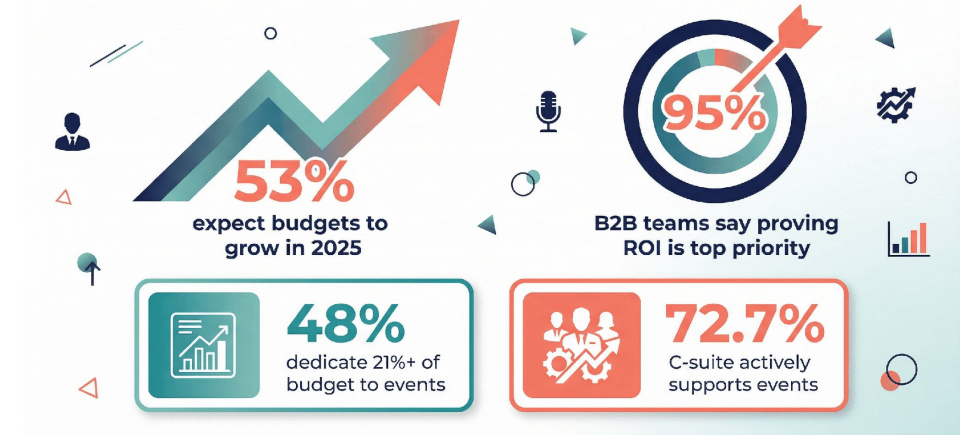
Positive Response to Contact



Sales from Contact



Event Marketing Budgets & ROI



Event Elements by Sales Stage



Why Events Still Matter for This Program



Events are our touchpoints of trust

Conferences, networking opportunities, orientation camps, and farewell gatherings are where young students/pupils, host families, sponsors, and clubs decide to say yes again.



A live moment beats another notification, though video/reels can become viral and help promotion

In a world of endless content, a well-run in-person experience still creates most wanted connection nothing digital can replace.



Good events protect the EEMA program

Careful planning is also duty of care — for young people who trust us with their exchange experience.

The Landscape Has Changed

Every event now competes with a screen in every pocket.

But the same digital tools competing for attention are also the cheapest, most direct way we have ever had to reach the right people.



More competition for attention

Other NGOs and endless digital content compete for the same volunteers and sponsors.



Volunteers stretched thin

Club teams are asked to do more with the same hours and energy.

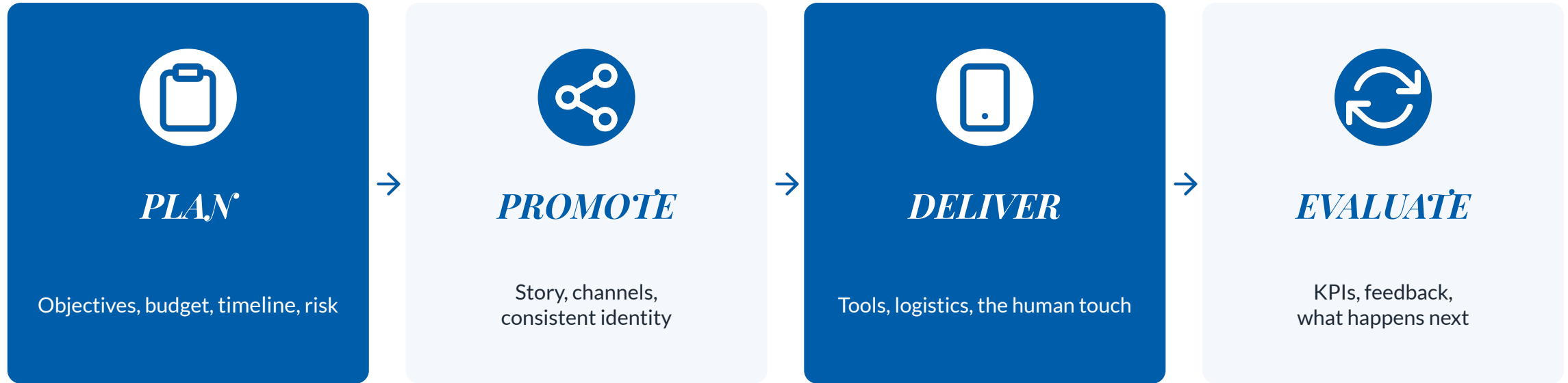


Expectations have gone up

Hybrid access and visual polish are now assumed, not appreciated as extras.



One Simple Path for Any Project



We will walk through each phase – with practical habits you can use back home.



This Framework, Lived: EEMA Iași 2025

HOST ORGANIZER

The 72nd EEMA Youth Exchange Conference

- Iași, Romania — 5–7 September 2025
- Theme: “Change Perspective, Be the Peace”
- Hosted by Rotary Club Iași 2000 & District 2241
- Delegates from across the global EEMA family
- Organized by Rotary Iasi 2000 Club, alongside AGEO Events, my own events agency

“Every phase you just saw — plan, promote, deliver, evaluate — is exactly how we built this conference, from the first budget line to the closing debrief.”



Plan: Solid Foundations

1

Every strong event starts on paper/computer 😊 or on a meeting — and for youth programs, planning is also how we care for people. Build the vision. Trust the process.



Strong vision, clear objective, budget, and risk — early

One sentence on why the event exists, a realistic budget, and a list of what could go wrong, before the concept grows.



A timeline with named owners

Every milestone needs a date, resources and a person to take care of it, not just a task on a shared list.



Safety and duty of care built in

Supervision along the process, emergency contacts, and a simple contingency plan — essential wherever young people are present. Strategic contacts databases, attention to all details, risks management, meetings, GANTT planning, volunteers management, KPIs, evaluation.

Stand Out in a Crowded World

2

People do not attend a schedule — they attend a story they want to be part of.



Tell a story, not a schedule

Lead with why the event matters, not just when and where it happens.



Let your people be the messengers

Alumni, host families, and exchange students are more persuasive than any official flyer.



One consistent visual identity

The same colours, logo, and tone across every channel builds instant recognition.

The Digital Mix That Works Today



Short-form video teasers

A 20-second clip of last year's highlight outperforms a paragraph of text.



Targeted social posts

Speak to each district or club directly, instead of one generic blast to everyone.



Email & newsletter sequencing

A short countdown series builds anticipation better than a single announcement.



Local press & Rotary channels

Combine district newsletters and local media for reach beyond your own network.

Promoting to a Crowded, Niche Audience

CASE IN POINT

OFA Startup Angels — Romania's First Competition Just for Women Entrepreneurs

- Coordinated by me, 2021–2023
- Built entirely around a story: women backing women
- Ran for three consecutive editions
- Promoted through partner networks, not paid ads

*“We had no advertising budget to speak of
— what we had was a message worth repeating, and messengers who believed in it.
That is promotion in a crowded world.”*

Deliver: Tools & the Human Touch

3

The right lightweight tools remove friction — but people remember how the room made them feel.



Digital check-in & a shared live agenda

Cuts queues at the door and removes the need for reprinted schedules.



Hybrid access where it matters

Let those who cannot travel still take part in the plenary moments that count.



Briefed volunteers, warm welcomes

A name badge and a genuine greeting matter more than any app — empower your team with purpose, not just tasks.

Measure, Learn, and Carry It Forward

4

An event is not finished when the doors close — the follow-through is what builds a lasting program.



KPIs beyond attendance

Track engagement, new members, and satisfaction — not just how many people showed up.



A short survey/thank you email, sent the same day or in max 5 days from the event

Same-day feedback gets far higher response rates and more honest answers.



A team debrief, every time

Fifteen minutes on what to repeat and what to change turns one event into a growing tradition.

Your Practical Toolkit — Six Quick Wins



**Write your one-sentence
objective first**



**Draft the budget before the
concept grows**



Lead every promotion with a story



**Use one shared digital agenda
link**



**Brief volunteers on purpose, not
just tasks**



Debrief as a team within 48 hours



Plan Boldly. Promote Wisely. Deliver Warmly.

*Great events are not accidents
— they are well-managed acts of generosity.*

Amalia Georgescu, PhD



Thank you • Merci