

EVENT ESSENTIALS

Whether you're planning a half-day conference or a dinner for 400, there are rules worth sticking to.

FIRST STEPS

Goal

What does success look like? It can't be a great event unless you know what you want to achieve, so set yourself some targets.

Budget

Set it early. Prioritise the things you can't do without - a venue, food, perhaps a certain AV spec or special guest - and don't be caught out by VAT.

Brand

If you're publicising your event, you need a brand. Distinguish yourself from the crowd with a name, catchy tagline, logo, apt colour palette and tone of voice.

VENUE

Capacity

Be realistic about numbers. Trust the professionals to help you with this, and you won't be rattling around a half-empty space or squeezed in too tightly.

Style

You know the atmosphere you hope to create. For quirky events with young creatives, pick a unique venue: a museum, a railway arch, an art installation. To set a prestigious tone, choose heritage.

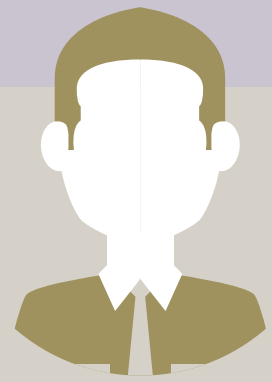
Location

A great event venue isn't just about the space you hire. Consider how your guests will get there, if they can choose to stay overnight, and what else is on offer locally to enhance the experience.



Who

Who's coming? Know your demographic, and tailor the experience accordingly. That means healthy catering for millennials, or clear icon-based signage for multi-national visitors



Why

Why are they here? Conferences are for networking: schedule in set times and spaces for breakout chat. A grand dinner or awards ceremony should feel special: greet every guest like a VIP.

When

Start a day conference with breakfast coffee and a relaxed opening session. For late finishes, stay on top of travel arrangements with pre-booked cars, especially at weekends.

GUEST EXPERIENCE



Use of space

How do you want your guests to feel? Stimulated and inspired? Create drama and excitement with audio-visuals. Or relaxed and sociable? Give them bright free-flow spaces, quiet enough to chat.

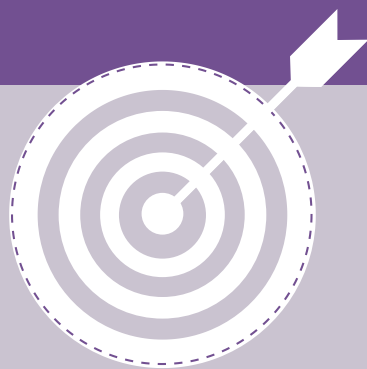
LOOK AND FEEL

Staging

You may have always dreamed of letting your inner goth roam free, but Halloween cobwebs aren't to all tastes. Get advice from experts - and follow it.

Shareability

Social sharing isn't a requirement for every event - but it's a great way to capture the experience, for you and your guests. Create space for a branded 'photo booth' or an interactive decorative wall.



AFTER THE EVENT

Evaluation

Now's the time to look back at the goal you set at the very beginning. Did you make it a success?

Feedback

Remember: it's not just your evaluation that matters. Follow up with attendees, and collate what they say. Listen to staff.

Learning

Pull together these evaluations. Even if it all went smoothly, there's always something to learn.