

How to run successful events



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Check lists....where do I start?

- Event date and timings
- Venue
- Agenda
- Presentations
- Respected, compelling speakers
- Invitations
- Business cards
- Registration facilities
- Customer references/case studies
- Company collateral
- Event hosts
- Delegate packs
- Catering
- Audio-visual facilities
- Event signage
- Post-event evaluation forms
- Name badges – delegates and hosts
- Giveaways
- Pads and pens
-!





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Lets look at an example...



Step 1 Define your event objectives...the WHY

Why are we holding the event?

To drive new sales, to communicate a new idea or message, or to promote something, say thank you, team build, training, report on performance or fundraise?

Do I have a strong message and clear benefit to deliver to my customers?

What do I want to achieve from the event?

New leads, opportunities and sales, press, awareness, new contacts?

How am I measuring that?

What is the anticipated number of attendees?

Am I able to follow up interested customers in a timely fashion?

What is my budget?

Clear objectives will help you get the budget you need!



Step 2 Choose a topic or theme ...the WHAT

Choose a topic

Promote your strengths

Keep your audience in mind

Convey your message clearly and precisely

Who are you targeting

Business Decision Makers, Technical Decision Makers or Influencers?

Large or small companies? Where are they located?

Develop your content

Avoid jargon

Focus on benefits

Invite a business partner, sponsor or supplier

Make it fun and compelling



Step 3 Choose a venue

...the WHERE

Should I use my internal room?

- Where do I find alternatives? Ask your colleagues for recommendations!
- How will delegates get to the venue? Public transport or parking? Overnight stay?
- What image do I want to project to my audience? modern, green, secure? fun, traditional, posh, cheap and cheerful...or will I decorate the room? ...remember your objectives!
- How much time will I need for set up and break down? What is the schedule on the day? Breaks?
- Will I have lots of deliveries – do I need easy access to the venue, can they store it for me, when can I get in?



Room specifics

- **How do I want my delegates to be seated?** What technical equipment do I need? AV, wifi, stage, microphones...what budget have I allocated? How can I be sure it will work on the day?
- Is there Natural daylight? How is heating? Is the furniture comfortable? Can people see? – **remember the 5 senses!**
- Can the venue help me with registration, printing of course materials...and **save me time and money?**
- **How important is food?** Tea and coffee? Breakfast? To booze or not to booze...Water, healthy or unhealthy - sweets or fruit?
- **What is important** to me in choice of venue – service, rate, location, availability, flexibility? What will I not compromise on?
- **Who is my audience/speakers?** Do any of them have special requirements?
- **Can the venue help me** find a photographer, entertainer, team building company etc?
- **Visit the venues:** sample the food, meet the GM, check the loos! Get your IT team in to meet the venues IT team!
- Terms and conditions, minimum numbers? **Get an all inclusive quote!**



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Step 4 Creating the invitation

...the WHO and WHEN!

On time

- **Work backwards** from your target number of attendees and remember 40% of guests will not show up to a free event!
- The **optimum time** to send out event invitations is 6 to 8 weeks in advance
- **Remember your audience** – those with children will not come if its half term and the more senior the role the quicker their diaries fill up
- “Number of spaces is limited” or “Bring a colleague” ??

Professional

- Well presented, accurate and **crystal clear**
- Your invite should **reflect your objectives** and the image you want to portray: post or email? Hand delivered? Via partners?
- Find 2 colleagues to **proof read!**

Compelling

- Introduce a business need that will be met by attending this event – **whats in it for me?!**



Step 5 Create the invitation

... the HOW?

Informative

- Include the event name, date, day of week, location, timings, cost but also:
- **Compelling reason to attend** – what will delegates learn?
- **Call to action** on invitation – how do delegates register?
- Agenda
- Speaker details – Name and short biography

Nag nag nag

- **Keeping in contact** with your delegates before the event will keep the „no-show“ factor to a minimum!
 - Set up your **registration process** and make it easy to use
 - Ensure you have a closing date for registration
 - Capture information for future requirements – even those who cannot come are good leads for future events!
1. Follow up call
 2. Reconfirm attendance
 3. Send out joining instructions 7-10 days in advance
 4. Event reminder a few days out
 5. Remember to communicate internally as well as with the venue!



To recap!

At Least 3 months before:

- Define event **objectives** and target audience
- Agree **content** messaging
- Agree **date** and duration of event
- Secure **speakers**
- Book **venue**
- Organise **registration** process
- Design and print **invitations**

6 weeks before:

- **Send** out invitations and follow up
- **Reconfirm** acceptances
- Order **giveaways**
- **Review** registration numbers

1 month before:

- Prepare **presentation** materials
- Decide delegate pack **content**
- Book **catering** numbers
- Book **audio-visual** equipment



Time is ticking...

2 weeks before:

- **Confirm** numbers and timings with venue
- Contact your **speakers** to check their presentations are in progress and enquire about special audio-visual requirements.

1 week before:

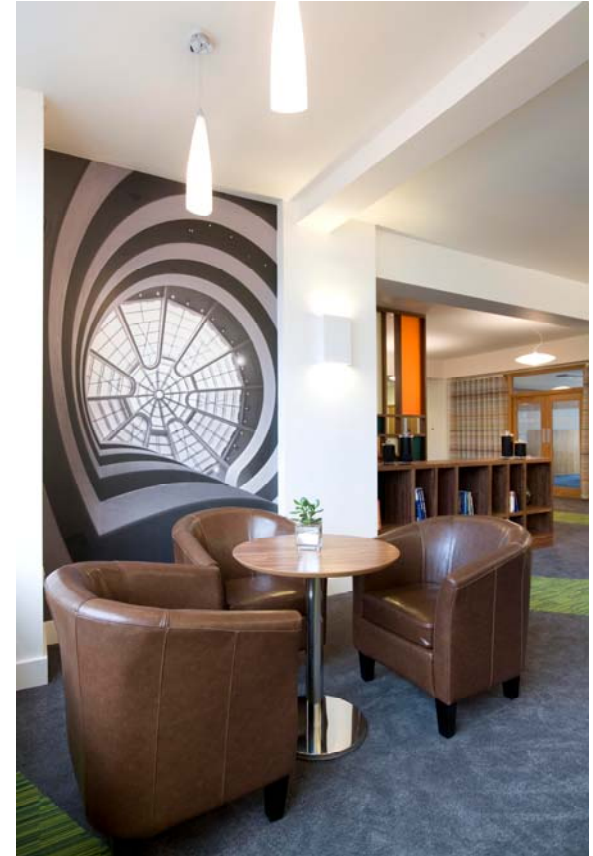
- **Review** and rehearse presentations
- Ensure all **deliveries** of materials and giveaways have arrived
- Arrange for delivery to venue before event and **collection** after event
- Create name **badges** and evaluation forms
- Send out event joining instructions with **venue directions**
- Distribute **attendee** list to sales force

2 days before:

- Call all registered delegates to **confirm** their attendance

1 day before:

- Ensure that all **deliveries** have arrived at the venue on time
- Arrange for **back-up** of presentations on CD/USB drive and spare laptop
- If you have access to the venue the evening before your event, use this time to **set up** and avoid last minute problems
- Print out final delegate **lists** to bring to event



On the day!

- Arrive **early!**
- **Introduce** yourself to your venue contact for the day
- **Check the room** is set up as per your requirements
- Test and familiarise yourself and presenters with audio-visual and presentation equipment – **rehearse!**
- Organise **registration** desk – delegate list to tick off attendees, corporate collateral, goodie bags
- Organise delegate **badges** in last-name order so that delegates can easily find their badges - allow an allocation of spare badges for unexpected delegates
- Check **catering**
- Be aware of locations of core facilities: **cloakrooms**, fire exits, light and thermostat
- Monitor room **temperature**
- Brief hosts on their required duties – staff **briefing**
- Ensure delegate **packs** are available
- **Greet** arriving guests and speakers and ensure they are aware of the location of amenities such as cloakrooms and restrooms
- Incentivise delegates to complete and return **evaluation forms**



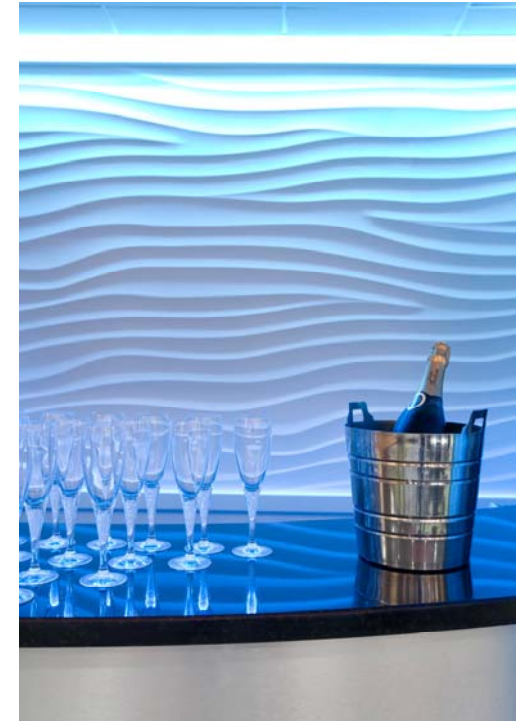
Phew – but not finished yet!

Day after event:

- Ensure all unused materials have been **returned** from venue
- Send out **thank-you** notes to each attendee and offer an additional opportunity to follow up any interest from delegates not followed up at the event - use photos!
- **Follow up** „no-shows“ – are there any opportunities to deliver materials from the events or arrange a meeting?
- Update customer **database** with attendee details and any leads secured at the event
- **Review** overall event – debrief with your team - what went well and what went badly? Are there any lessons to be learned for future events?
- **Feedback** to the venue and suppliers!
- **Thank** the people involved – venue, sponsors, staff
- Review **evaluation** forms – remember they should be designed to:
 - Measure the overall effectiveness of your seminar
 - Measure the effectiveness of a particular speaker/presentation
 - Measure a customer’s likeliness to do business with you, and the reasons behind it
 - Allow for future follow-up with each attendee

2 weeks after event and ongoing

- Measure your **return on investment** ...remember your objectives!



Something will go wrong...

Your guests don't know the plan!

Prioritize

Delegate

Have fun!



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Questions?