

# A - Z of Events Management

SECOND EDITION

The logo features the numbers '13:31' in a large, white, serif font, with the word 'EVENTS' in a smaller, white, sans-serif font below it. The background is a vibrant purple with a dense, textured pattern of small white and light purple particles, resembling a spray or dust. The overall composition is dynamic and modern.

13:31  
EVENTS

Welcome to the *second instalment of our A-Z of Events Management*, where we delve into vital considerations when embarking on an events project. In easily digestible bites, we explore practical methods and techniques in events management, dissecting key areas, principles, and the intricacies events involve.

Within these pages, you'll encounter topics both familiar and novel. Drawing from over two decades of orchestrating diverse events, we've woven insights from our own journey into this guide. We've also woven in expertise from various parts of the events industry, including event tech, strategy and marketing, destinations, and more.

This compact yet comprehensive guide aims to bolster your event planning endeavours. Whether you're seeking practical support or seeking to ignite fresh inspiration, our hope is that this guide becomes your trusty companion, propelling you forward with confidence in your future event planning.





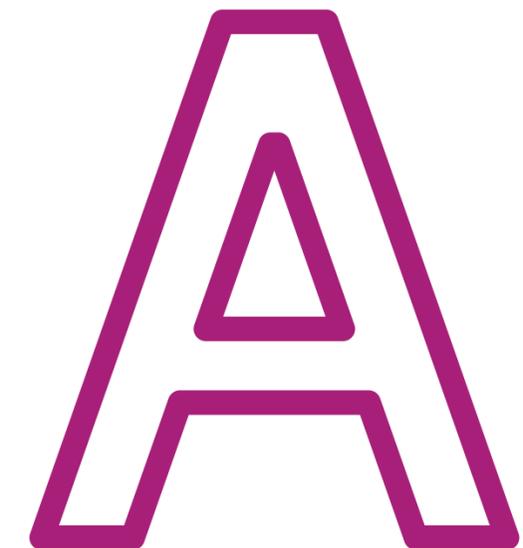
# Apps

In the age of digital transformation, event planning has taken a giant leap forward with the introduction of dedicated event apps. These innovative tools are transforming the way events are organised and experienced, offering a range of benefits that cater to both event organisers and attendees. Embracing event apps not only sets the stage for an immersive event but also paves the way for innovation in event planning and management. As the world continues to embrace digital solutions, event apps remain at the forefront of creating exceptional event journeys.

Gone are the days of sifting through stacks of printed schedules and program booklets. Event apps consolidate all essential event information into one easily accessible platform. Attendees can effortlessly navigate through event agendas, speaker profiles, session details, and more, all from the palm of their hands.

Change is inevitable in event planning, whether it's a shift in the schedule, a venue alteration, or a substitution of a speaker. Event apps provide the perfect solution for delivering real-time updates directly to attendees' devices, ensuring everyone is on the same page and adapting to changes swiftly. Event apps can take networking, a cornerstone of events, to the next level. Attendees can create profiles, connect with fellow participants, and even schedule one-to-one meetings.

The shift from printed materials to digital apps aligns with eco-friendly practices. By reducing the need for physical handouts, event apps contribute to a greener environment, demonstrating a commitment to sustainability and responsible event management.





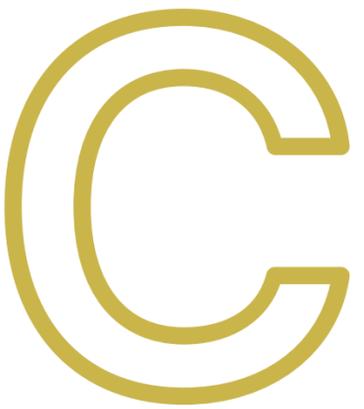
# *Breakout Sessions*

In the realm of event planning, delivering valuable and engaging content is paramount. One of the most effective ways to achieve this is through breakout sessions. These smaller, focused sessions within larger events provide attendees with an opportunity to dive deep into specific topics, engage in interactive discussions, and connect with experts and peers.

Breakout sessions cater to the diverse interests and needs of attendees. While the main event might cover a wide range of topics, breakout sessions allow participants to choose sessions aligned with their preferences and expertise. This personalised approach ensures that attendees gain targeted knowledge and insights that resonate with them. They also create an intimate environment where participants can actively engage with speakers and fellow attendees. The smaller group size encourages open discussions, Q&A sessions, and collaborative problem-solving.

Bringing experts and thought leaders to lead sessions enhances the overall event experience. Attendees have direct access to these experts, enabling them to ask questions, seek advice, and gain insights that might not be possible in larger settings.

# Catering



When it comes to corporate events, every detail matters. From the venue and decor to the guest list and agenda, each element plays a role in creating a successful and memorable experience. Beyond serving delicious food, catering at a corporate event can enhance networking, reinforce brand identity, and leave a lasting impression on attendees.

## **NETWORKING AND RELATIONSHIP BUILDING**

Thoughtfully designed catering layouts for meals and refreshment breaks encourage attendees to engage in casual conversations and establish connections. These interactions can lead to collaborations, partnerships, and future business opportunities.

## **SUPPORTING EVENT THEMES AND GOALS**

Whether it's a product launch, team-building seminar, or industry conference, catering can be tailored to support the event's theme and objectives. The menu, decor, and presentation can all contribute to reinforcing the event's message and goals.

## **ENHANCING ATTENDEE SATISFACTION**

A well-fed audience is more engaged and attentive - they can focus on the event's content and discussions without distraction. Thoughtful catering choices take attendees' dietary preferences and restrictions into account, ensuring a positive experience for all.

## **INTERACTIVE CULINARY EXPERIENCE**

Interactive food stations and live cooking demonstrations add an element of entertainment and engagement to corporate events. Attendees can participate in the creation of their meals, interact with chefs, and learn about culinary techniques.



# *Destination*

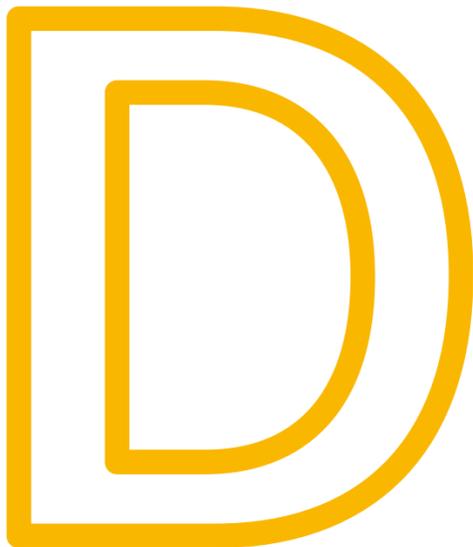
Selecting the right destination for an event is like choosing the canvas on which to paint a masterpiece. The location sets the stage for the entire experience, influencing attendee engagement, ambiance, and overall event success. Whether it's a corporate incentive trip, conference, or a trade show, the destination you choose can make or break the event.

The first step in choosing a destination is understanding the purpose of the event. Is it a formal corporate meeting, a relaxed team-building retreat, or a celebratory occasion? The destination should align with the event's objectives, conveying the appropriate tone and atmosphere.

The destination should harmonise with the event's theme or purpose. For example, a tech conference might find a home in a modern city with cutting-edge venues, while a nature-themed team-building event would thrive in a picturesque rural setting.

Consider the accessibility of the destination for attendees. Is it easy to reach by air, road, or rail? Additionally, the proximity of accommodation options, transportation hubs, and local attractions is essential to ensure attendees' convenience and comfort.

Your budget will heavily influence your destination choice. Some locations might be more cost-effective due to factors such as seasonal pricing or local economic conditions. It's important to find a balance between a destination that aligns with your event's vision and your budget limitations.



# *Entertainment*



Entertainment is the heart and soul of any event, breathing life into the occasion and captivating the audience. The right entertainment can transform an event from ordinary to extraordinary, leaving attendees with memories that linger long after the event concludes.

## **SETTING THE MOOD**

Entertainment sets the tone for your event. Whether you're aiming for a sophisticated ambiance or a lively celebration, the choice of entertainment can immediately immerse attendees in the desired atmosphere, creating a memorable first impression.

## **ENGAGEMENT AND INTERACTION**

Interactive entertainment options engage attendees on a deeper level. From interactive games and live performances to workshops and demonstrations, interactive entertainment fosters engagement and encourages attendees to actively participate in the event's activities.

# Entertainment



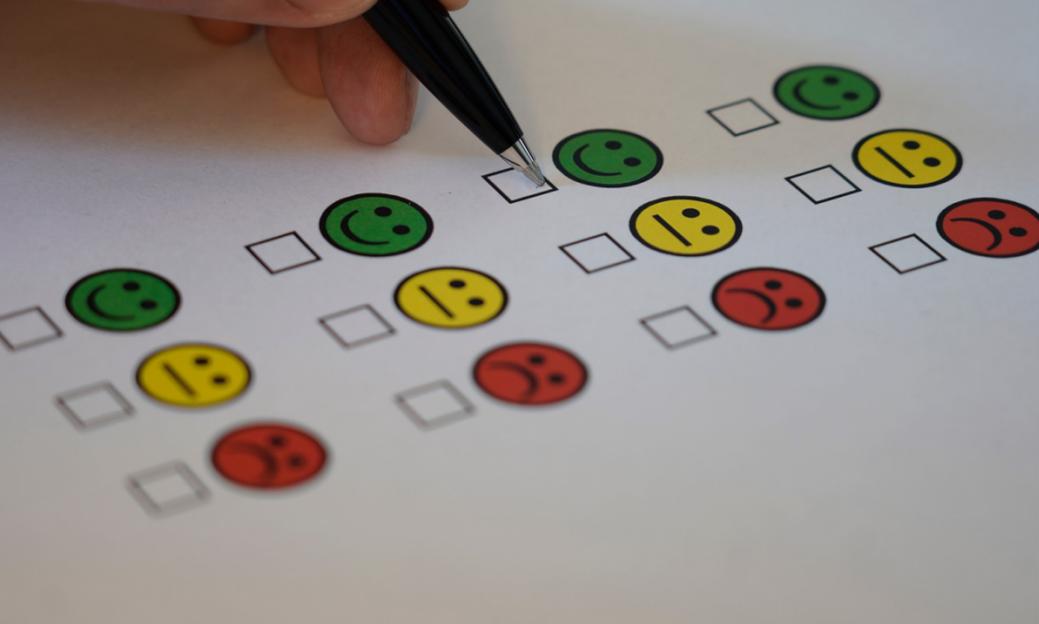
## SHOWCASING CREATIVITY

Incorporating unique and creative entertainment showcases your event's creativity and innovation. Unconventional performances or interactive installations can leave a lasting impression and spark conversations among attendees.

## ALIGNING WITH EVENT GOALS

The choice of entertainment should align with the event's goals and objectives. Whether it's educating, inspiring, or celebrating, the entertainment should reinforce the event's message and contribute to achieving its purpose.





# *Feedback*

An event's success isn't solely measured by its execution; it's also about the impact it leaves on attendees. Gathering feedback from participants is a crucial step in evaluating an event's effectiveness, improving future iterations, and ensuring continuous growth.

Feedback provides valuable insights into attendees' experiences. By understanding their perspectives, you can identify what resonated with them, what could be improved, and areas that require immediate attention. Actively seeking feedback demonstrates that you value attendees' opinions and are committed to delivering a better experience. This builds trust and rapport, making participants more likely to return to future events and recommend your events to others.

Offer multiple channels for feedback collection including; live polls and interactive Q&A sessions during event, and post-event surveys. Keep surveys concise and targeted, focusing on key aspects such as content, logistics, and overall satisfaction.

While multiple-choice questions provide quantifiable data, open-ended questions provide qualitative insights. Encourage attendees to share their thoughts, suggestions, and ideas in their own words to uncover nuanced feedback.



# Graphic Design



In the world of event planning, first impressions matter. And often, the first impression is formed by the event's visual identity, brought to life through graphic design. From logos and banners to promotional materials and signage, graphic design plays a pivotal role in conveying the event's essence and capturing the audience's attention.



Pre-event materials, such as teaser posters and social media graphics, build anticipation and curiosity - an intriguing visual identity sparks interest and prompts attendees to learn more.



Well-designed signage is key for keeping your agenda running on time, enabling delegates to easily navigate a venue where sessions may be spread out.



Graphic design sets the stage for the event's entire experience. A well-crafted visual identity communicates the event's theme, tone, and purpose, creating anticipation and excitement among potential attendees. Graphic design isn't just about aesthetics; it's about storytelling, engagement, and creating a memorable event. By investing in thoughtful and cohesive graphic design, event organisers create a visual narrative that speaks to attendees on multiple levels.

# Hotel Accommodation

When it comes to event planning, the choice of hotel accommodation can significantly influence attendees' comfort, convenience, and overall experience. Selecting the right hotels for your events requires careful consideration of location, amenities, accessibility, and the unique needs of your attendees.

A hotel isn't just a place to rest; it's a critical element of attendee happiness and satisfaction. A comfortable and well-appointed hotel room offers attendees a welcoming haven where they can relax and recharge during the event.

Choosing hotels close to the event venue is crucial for attendee convenience. Attendees will appreciate easy access to the event, avoiding long commutes and ensuring that they can make the most of their time at the event.

Evaluate the accessibility of the hotels in terms of proximity to airports, train stations, and major transportation routes. Hotels with easy transportation access ensure that attendees can arrive and depart without any challenges.

Consider the proximity of the hotels to local attractions, restaurants, and entertainment options. Attendees may want to explore the surrounding area during their downtime, so proximity to points of interest adds value to their stay.



# Incentives

Recognising and rewarding exceptional performance goes a long way in boosting morale and engagement, be it for employees, clients or business partners. Incentive events are a unique opportunity to celebrate achievements, foster team camaraderie, and create lasting memories. Creating the best incentive requires careful planning, thoughtful consideration of participants' preferences, and a commitment to delivering an unforgettable experience.

## DEFINE PURPOSE & GOALS

Start by clarifying the purpose of the incentive event. Is it to reward outstanding performance, encourage specific behaviours, or build team cohesion? Set clear goals to guide your planning and ensure that the event aligns with your objectives.

## CHOOSE THE DESTINATION

Select a destination that offers a mix of relaxation, adventure, and cultural experiences. Consider factors like accessibility, weather, and local attractions. The destination should excite attendees and provide a break from their routine.

## PERSONALISATION IS KEY

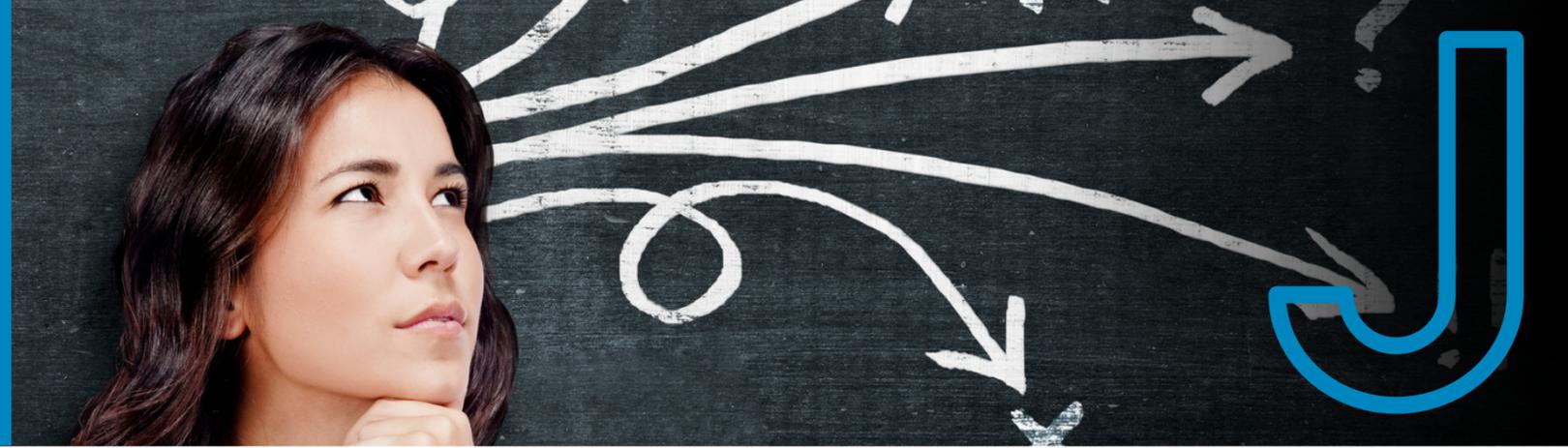
Personalise the event experience by addressing participants by their names and incorporating personal touches. Recognise individual achievements and contributions to make attendees feel valued and appreciated.

## SEAMLESS LOGISTICS

Attention to detail is so important. Ensure that transportation, accommodation, activities, and meals are meticulously planned and executed. A seamless experience enhances participants' enjoyment and comfort.

By tailoring experiences, considering participants' preferences, and ensuring every detail is executed flawlessly, you can create an incentive event that celebrates achievements, strengthens team bonds, fosters loyalty, and inspires a culture of excellence.

# Judgement



Event planning is a dynamic process that requires a multitude of decisions, both big and small. The success of an event hinges on the quality of these decisions, and exercising sound judgement is a crucial skill for event planners. From selecting venues and vendors to crafting agendas and managing logistics, every choice plays a role in shaping the attendee experience.

Judgement involves the ability to assess situations, evaluate options, and make informed choices that align with the event's goals and objectives. Successful event planning hinges on making sound judgements at every stage of the event planning and management process.

Consider multiple options before making a decision. Weigh the pros and cons, assess potential risks, and consider how each choice aligns with the event's budget, timeline, and desired outcomes.

Judgement in event planning extends beyond logistics. Focus on choices that enhance the attendee experience, from content and networking opportunities to accommodation and entertainment.

Thoughtful judgement isn't just about making choices; it's about shaping the event's narrative, impact, and legacy. Through careful consideration, collaboration, and a commitment to excellence, event planners can master the art of judgment and create events that leave a lasting impression.

# Keynote Speakers



Keynote speakers are the foundation of impactful events, capable of captivating audiences with their expertise, insights, and inspirational stories. They bring a unique blend of knowledge, charisma, and authority that can transform a good event into an extraordinary one.

## KEYNOTE SPEAKERS AS CATALYSTS

Keynote speakers are more than just speakers; they are catalysts for change, growth, and inspiration. Their presence can ignite enthusiasm, open minds to new perspectives, and set the tone for the entire event.

## SELECTING THE RIGHT KEYNOTE SPEAKER

Identify speakers who align with the event's objectives and resonate with the target audience. Research their background, speaking style, and previous engagements to ensure a good fit.

## EXPERTISE AND INSIGHTS

A qualified keynote speaker brings a wealth of expertise and insights to the table. Their deep understanding of a subject matter or industry can provide valuable takeaways and actionable knowledge for attendees.

## CONSIDER THEIR EXPERTISE

Choose a keynote speaker whose expertise aligns with the event's focus. Whether it's industry trends, leadership, innovation, or personal growth, their insights should be relevant and valuable.

## INSPIRATION AND MOTIVATION

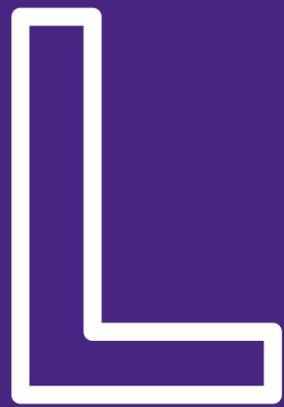
Keynote speakers often share personal stories of triumph over adversity, innovation, or success. These narratives inspire attendees to overcome challenges, set higher goals, and push their boundaries.

## PROMOTE THEIR PRESENCE

Leverage the speaker's reputation to boost attendance. Promote their participation on event materials, social media, and marketing materials to create anticipation.



# Logistics



Behind every successful event lies a meticulously planned and executed logistics strategy. From co-ordinating vendors and schedules to ensuring smooth operations, event logistics play a pivotal role in creating a seamless and memorable experience for attendees.

Event logistics encompass the intricate processes involved in organising and managing the various components of an event. This includes everything from venue selection and transportation to equipment setup and attendee flow.

Logistics form the backbone of any successful event. A well-executed logistics plan ensures that all event elements come together harmoniously, creating a cohesive and memorable experience.

Start by creating a comprehensive logistics plan that outlines each aspect of the event. Break down the plan into manageable sections, including venue, transportation, technology, catering, security, and more.

Vendor coordination is a critical aspect of logistics. Ensure that all vendors are aligned with the event timeline, expectations, and requirements. Regular communication is key to preventing any last-minute surprises.

Despite meticulous planning, be prepared to adapt to unforeseen changes. Having backup plans and a flexible approach to logistics can help manage unexpected situations.

After the event, evaluate the logistics process. Identify areas of improvement, gather feedback from attendees and team members, and use insights to enhance future events.

# Marketing



Effective event marketing is the key to attracting attendees, building anticipation, and ensuring the success of your event. From creating compelling campaigns to leveraging various marketing channels, a well-executed marketing strategy elevates your event and generates excitement that resonates.

Before diving into marketing, clearly define what makes your event unique. Identify the value proposition that sets your event apart and resonates with your target audience.

Leverage multiple marketing channels to maximise your reach. This includes social media, email campaigns, influencer partnerships, content marketing, and traditional advertising.

Engage with your audience on social media platforms where they're most active. Share updates, teasers, behind-the-scenes content, and engage in conversations.



Craft a series of targeted email campaigns to nurture leads and keep attendees informed. Send save-the-date emails, regular updates, and personalised invitations to drive registrations.

Design landing pages with clear calls-to-action that drive attendees to register or learn more. An effective landing page should communicate value and provide easy registration options.

Incorporate visually appealing graphics, videos, and infographics in your marketing materials. Visual content grabs attention and conveys information effectively.

Event marketing is the engine that drives attendance, excitement, and success. The combination of a clear value proposition, a well-designed marketing strategy, and engagement with your target audience can transform your event into an experience that not only meets expectations but exceeds them, leaving attendees eager for more.

# Networking

Events serve as dynamic hubs where professionals from diverse backgrounds converge, fostering invaluable networking opportunities. Events cultivate connections with industry peers, partners, and potential clients; and attendees can forge new relationships. Networking, a cornerstone of event success, enables the exchange of ideas, knowledge, and opportunities that resonate beyond the event and into the future.

## CRAFTING OPTIMAL NETWORKING ENVIRONMENTS

Incorporating dedicated free time or a casual drinks reception encourages attendees to engage in relaxed conversations, laying the foundation for meaningful interactions. Consider ways to set up the event's function spaces to enable better conversation, like choosing cabaret-style seating over a theatre layout, and setting up cocktail tables during coffee breaks for a few people to gather around and chat.

Instruct speakers for those more intimate conference functions, like workshops, to start sessions with intros or ice-breakers to encourage active participation through interactive sessions, Q&A opportunities, and collaborative activities. Thoughtful event design strikes a balance between structured sessions and unscripted networking, fostering an environment where genuine connections thrive.



# Networking

## MAXIMISE NETWORKING FROM START TO FINISH

Don't just leave people to it - having to forge one's way through the room can be an intimidating prospect for the less extroverted. Facilitate networking in every stage, from the planning process through to the weeks following the event's conclusion. Prepare an event programme that includes headshots and bios - send it out or host it on an app. This sparks excitement for who delegates will meet at the event and equips attendees with conversation points.

Produce name badges, and put out place cards when you have seating plans, to make introductions smoother and eliminate the awkward "who are you?" conversations. In your post-event communications, tell delegates that you are at their service to facilitate post-event connections. And digitally enable people to connect on LinkedIn, through name badge QR codes, or via website/app links.

Events are catalysts for lasting relationships and professional growth - if effective networking is facilitated at your event, delegates will remember your events and appreciate their relationship with you and your organisation.



# *Onsite & Project Management*

These categories, conveniently alphabetically adjacent, go hand-in-hand - the dual pillars of event success: On-site Management and Project Management. They're the bedrock upon which all of your efforts can either achieve a stellar result, or have everything fall apart.

## **ONSITE MANAGEMENT: GUIDING THE REALISATION OF YOUR VISION**

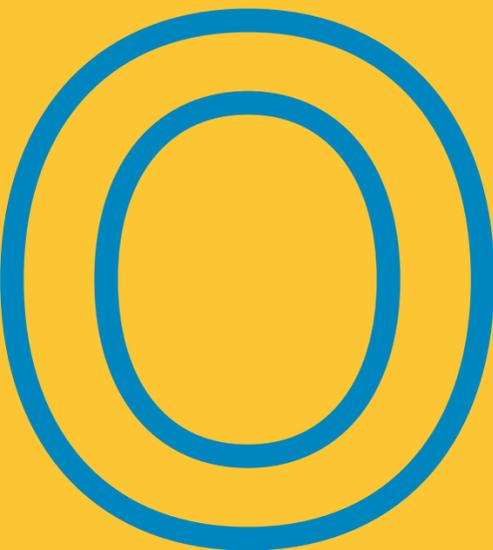
The notion that events run themselves, even with meticulous planning, is a fallacy. Onsite management bridges the gap between planning and execution, ensuring that every detail aligns perfectly with your vision. Relying solely on venues or vendors to manage your event is akin to relinquishing the reins of control. An onsite

manager, ideally someone involved in the planning process, has the insight needed to navigate unforeseen changes swiftly and adapt. Their ability to troubleshoot, make real-time decisions, and maintain the event's integrity is indispensable. They not only orchestrate logistics but ensure that the attendee experience matches your carefully crafted plan.

## **PROJECT MANAGEMENT: THE ARCHITECT OF COHESIVENESS**

Project management is the glue that holds your event's diverse components together. Divvying up responsibilities across departments and individuals might seem practical, but it can lead to disjointed execution and inconsistencies. A project manager serves as the central nexus, overseeing everything holistically. They

align timelines, synchronise teams, manage budgets, and maintain a cohesive narrative. With venues, vendors, and staff involved, the complexity of the task becomes evident. This responsibility demands a dedicated focus, allowing the project manager to be attuned to every moving part, preventing details from slipping through the cracks.



# *Onsite & Project Management*

## **ELEVATING YOUR EVENT'S POTENTIAL**

In the realm of event planning, success isn't a serendipitous outcome; it's a deliberate orchestration. Onsite management and project management serve as the architects of this orchestration. From the inception of the idea to the actualisation of a memorable event, these roles provide the crucial touch-points that weave intricate plans into unforgettable experiences. As you embark on the journey of event planning, remember that these components are not merely optional; they are the linchpins that transform good events into extraordinary ones.

You may not have the internal resources to manage these two key components, and it's not for lack of talent or requisite skill - it's for lack of time. Your event likely isn't the primary focus of your organisation, where it can afford to have employees devote their full time and attention to planning and ensuring that it is executed to the highest standard. Similarly, onsite, employees might be needed to be more involved with participating in the event itself - maybe by being a speaker on stage, networking with delegates, or growing the bonds between the company and event sponsors.

The more important it is for your event to succeed in achieving its objectives, the more complex the event is logistically. In turn, the fewer staff your organisation can spare to devoting 100% effort in ensuring it goes off without a hitch, and the more important it is for you to consider hiring outside help - an events management agency. The right events agency will be your right hand, treating your event like it's their own, and will become a trusted partner who eliminates wasted resources and absorbs your stress - allowing you to reap the benefits of an event that exceeds your expectations.



# Qualitative



Measuring event success through a qualitative lens is as crucial as analysing quantitative metrics. Quantitative data (sales figures and survey scores) provides valuable insight, but only offers a partial view of an event's impact. Qualitative analysis delves deeper into all aspects of the attendee experience, offering a more comprehensive understanding of an event's true success.

## WHY YOU SHOULD CARE ABOUT THE QUALITATIVE

### INHERENT PERSONAL, EXPERIENTIAL ASPECT THAT CAN'T BE MEASURED BY STATISTICS

A Beyonce superfan doesn't defend their support by telling you how many records Beyonce sold - they tell you how she makes them feel, or what it's like to watch her perform. This information is highly relevant about future behaviour - your event analysis needs to look at things like sales closed in tandem with descriptive insights into the delegate experience.

### POSITIVE ATTITUDES, EMOTIONS, BELIEFS ABOUT YOUR ORGANISATION = HIDDEN ADVANTAGE

If Company A and Company B sell a similar solution at a similar price, how does the client choose who to work with? It will fall to which company they feel better about working with. Events are an opportunity to build stronger relationships, communicate shared values, and generate more trust with delegates - it's a key differentiator that yields increased market share.

### IDENTIFIES TACTICS NEEDED TO ACHIEVE ATTITUDE/EMOTION/BELIEF GOALS

What is your goal? To convince delegates of your unparalleled expertise? Then you should keep the focus on insightful presentations and workshops. To build more personal relationships because it has been hard to do so via email? Then make sure networking functions or dinners with entertainment feature heavily at your event.

### ACHIEVING SUCCESS WITH THOSE GOALS MAKES ACHIEVING QUANTITATIVE GOALS EASIER

The more that delegates trust your organisation as a leader, or feel close to an organisation's people, or connect with its values, the easier it will be for you to attract new potential clients or close big sales.



# Registration



The first moment in a delegate's journey with your event is when they receive an invitation to register. Setting aside the logistical importance for a moment, it's for this reason alone that making sure you nail the intricate complexities of your event's registration process is more essential than you might think at first glance.

## BUILDING REGISTRATION: THINGS TO FOCUS ON

### USER FRIENDLINESS

How easy is it to navigate the registration process? Can they register online? On their smartphones? Is it easy to read with good design sense? Do they understand what they need to do to register?

Once you've mocked it up, go through it yourself and see how intuitive it is to complete, and have colleagues do the same for a fresh pair of eyes. Note what is difficult, and make adjustments. And reach out to a web designer or creative to assist with making it easy to navigate with an optimised UX.

### DELIVERS KEY INFORMATION

What is your event about? Why is it beneficial for them to attend? What's the agenda? Where and when is it?

Find the sweet spot between too much and too little information. Showcasing the event focus, when, and where it is are musts. Send a registration confirmation email with event lead contact details. Be conscious that your registration design also delivers information - an impression of the tone and atmosphere to expect at your event.

### PERSUASIVE & GENERATES EXCITEMENT

What makes your event a special, must-attend? Is there one element that's a particularly compelling draw?

Don't assume that the basic details are exciting to potential registrants. For example, don't just state the venue, include a blurb on what makes that venue remarkable. The more exciting and unique you can make your event and all of its components exciting, the more interest you'll have, the more you'll attract higher caliber delegates, and the more quickly registrations will rise.

# Registration



A key thing to remember when building out your event's registration process is that while it needs to be a positive experience for delegates, it also needs to work to ensure that you're getting all of the crucial information *you'll* need.

## DELEGATE MANAGEMENT

Who are you targeting?  
What are the constraints on head count (venue/logistical/budgetary)?  
What's the contingency plan for too many or too few registrants?

## DETAILS FOR VENUES, SUPPLIERS, & YOU

What info do external parties need (dietary restrictions, passport information, flight details)?  
What level of detail do you need (accurate job titles, preferred names)?

## TIMING

How quickly can you iron out event details so you can open registration?  
When should you open registration?  
When should it close?

## COMMUNICATIONS AND NETWORKING

Do you want insight into desirable topics to address?  
Do you need materials (head shots, bios) to facilitate networking?  
Do you need more granular info about delegates' companies?

**The most key element is setting clear responsibilities and deadlines internally, and ensuring that someone (or a few people) will manage the process from start to finish.**

This should be handled by someone with the requisite attention to detail, organisational skills, and expertise. The amount of care and consideration you channel into developing a registration process can make or break your event - don't underestimate its importance!

# Sponsorship

Have you considered securing sponsors for your event? A sponsored event comes with some significant benefits:

- Enables you to offset your event costs
- Boosts the event's profile
- Presents valuable networking opportunities to both delegates and sponsors
- Allows you to leverage sponsors' industry insights and expertise

But as with all things events - it's not as simple or straightforward as it might seem. The answers you come up with to these questions will outline your roadmap when considering making sponsorship a part of your event.

**WHO?**

**WHERE?**

**WHEN?**

**HOW?**

**WHAT?**

**WHY?**



# Sponsorship



## WHO?

**How many sponsors do you want at your event?** Aim for a ratio of 20 : 80 sponsor to delegate attendees.

**Who should be considered for a sponsorship?** Start with what your event is about, and what messages you want delegates to walk away with, and take things from there.

## WHAT?

**What will you include in the sponsor packages?** Keep in mind potential sponsors will only invest if they think it will help them achieve their business goals

**What benefits do they receive in exchange for their investments?** Consider advertising, on-site branding, private networking functions, or a speaking opportunity.

## WHEN?

**Will sponsors get any pre-event benefits? Post-event?** Maybe a welcome message, or a post-event lead report.

**Will sponsors get equal recognition across all event functions?** You could have a sponsor for each major event function (e.g. a dinner sponsor).

**When do you procure sponsors?** Reach out once you have a decent registration number - but don't cut it too fine!

## WHERE?

**What does their involvement look like during the event?** Be careful with how much presence sponsors have - many delegates are put off when they feel they are being sold to, or pitched to constantly. Make sure the spotlight stays on your event's goals while supporting sponsors' goals - not the other way around.

## WHY?

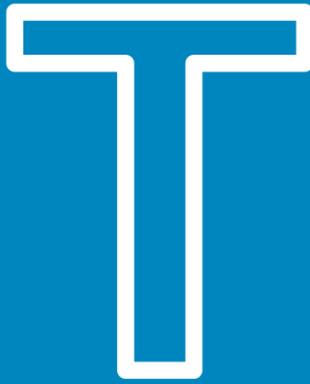
**Why are you considering having sponsors present?** Expect less than stellar event outcomes if your main reason for inviting sponsors is to recover your event costs. Having sponsors at your event should be intentional and they should contribute in a constructive way.

## HOW?

**How much will you charge?** Pricing should be holistic, considering what's reasonably affordable, the value of the packages' benefits, your event costs, and the number and calibre of delegates they'll meet.

**How will you approach potential sponsors?** Prepare an info document with an event overview, and an outline of why they should sponsor, the benefits and the costs.

# *Team building*



Team building in the realm of corporate events holds the key to unlocking not only a dynamic and cohesive workforce but also a competitive edge in the market. Whether as a standalone event or intricately woven into a broader corporate conference, team building activities offer a multitude of benefits that transcend the traditional boundaries of professional development.

## **A CATALYST FOR UNITY AND ENGAGEMENT**

Events infused with team building activities have emerged as one of the most enjoyable and impactful ways to nurture employee relationships and encourage collaboration. In a competitive business landscape, a harmonious and motivated workforce is a major differentiator. Companies that prioritise their employees' well-being and foster a strong bond outshine competitors, attracting and retaining top talent in the process.

## **CRAFTING COST-EFFICIENT AND ENGAGING TEAM BUILDING**

While elaborate off-site team building events are popular, they don't fit every budget. Cost-effective alternatives to consider are things like an office Olympics games event, going to an escape room, or hosting a casino night (a fantastic option if your organisation has a charitable initiative to dedicate the proceeds to). These spark energy and camaraderie without hefty expenditure.

On the other hand, if you have the budget to spare, you may want to consider a more elaborate and exciting team building event. This is particularly true if your organisation has a particular reason to celebrate, like a company anniversary, or achieving a major organisational goal, like securing a new acquisition or client. It's also appropriate if you have a special reason to give thanks to the efforts of your employees. The opportunities are endless - head to an exotic location, do fun group activities and celebrate with bubbles - the world is your oyster.

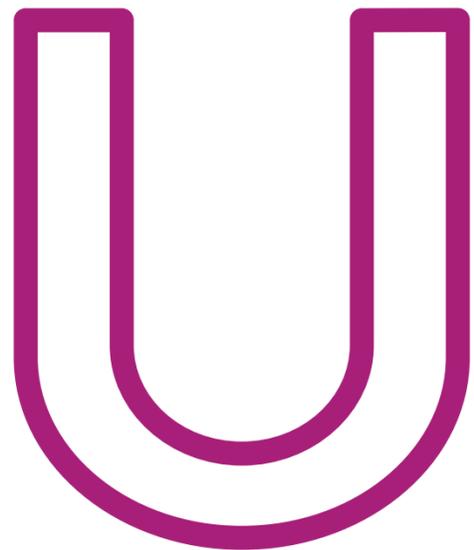
# *Unified*

Creating a unified and cohesive message across all components of a corporate event is paramount for delivering a consistent and impactful experience. Every element, from session content to email communications, branding, venue choice, entertainment, and more, should align seamlessly to reinforce the event's intended message and objectives. This cohesion ensures that attendees receive a clear and resonating impression, enhancing engagement and overall effectiveness. Conversely, a lack of harmony between different event elements can lead to confusion, dilution of messaging, and diminished participant engagement.

When the tone of communications does not match the tenor of the event, several negative outcomes can arise. For instance, consider organising a team building event designed to foster camaraderie and fun among coworkers. If the event's landing page features an overly formal and corporate design, accompanied by professional jargon-laden language, attendees might perceive an incongruity between expectations and reality. This dissonance can lead to disappointment, confusion, and decreased enthusiasm among participants.

You need to avoid trying to create a 'unique' element of an event that is in reality just a feature of it. The key to having a really strong USP for your event is if you can explain to your audience how your event is going to provide them with a unique and valuable experience and what is going to be in it for them.

Your event needs to be the mechanism that can help to solve their current problems or challenge. Your narrative (through your event marketing and promotion) needs to clearly define this and thus compel them to register to attend.



# Vendor Management



Embarking on the vendor management journey can be both exciting and daunting. Vendor partnerships are the lifeblood of any event's success, and laying a solid foundation requires careful consideration and strategic planning.

## WHAT VENDORS DO YOU NEED?

<p><b>Catering</b></p>	<p><b>Audio-Visual (AV)</b></p> <p>Sound systems, projectors, screens, lighting, and technical support during presentations and sessions.</p>	<p><b>Venue Rental</b></p> <p>Dinner on the beach? You might need to hire a company that can construct a temporary tented structure. And also secure approval from the local authorities.</p>	<p><b>Event Decor and Design</b></p> <p>Flower arrangements, set design, trade show booth builds, graphic designers for online materials and branding....</p>	<p><b>Printing and Signage</b></p> <p>Banners, on-site directional signage, printed materials like menus, brochures, table plans, name tags, and promotional materials....</p>
<p><b>Event Technology Providers</b></p> <p>Event apps, registration platforms, live streaming services, and interactive technologies.</p>	<p><b>Photography and Videography</b></p>	<p><b>Entertainment and Speakers</b></p> <p>More opportunities than the obvious - fireworks or a drone show for an outdoor event? Cultural tie-in to your event destination like Irish dancers in Dublin?</p>	<p><b>Transportation Services</b></p> <p>Are you arranging to pick-up/drop-off for delegates to/from the airport? How are you getting attendees to your second night dinner?</p>	<p><b>Event Furniture and Rentals</b></p> <p>If you're hosting at a conference centre, they may just be providing an empty space - where will people sit?</p>
<p><b>Security and Crowd Management</b></p> <p>Some venues may even <i>require</i> you to hire security, depending on the nature of your event.</p>	<p><b>Exhibition Services</b></p> <p>Who will construct your booth? Set- p equipment and know where the floor electrical sites are? Handle the customs process or know what freight requirements and timelines are?</p>	<p><b>Event Staffing</b></p>	<p><b>Interpreter Services</b></p> <p>Do you have a multilingual component, or need to cater to auditory accessibility needs?</p>	<p><b>Promotional and Marketing Services</b></p> <p>Can your internal marketing team take on the additional labour needed event promotion, branding, social media management, and PR?</p>
<p><b>Travel and Accommodation Services</b></p> <p>Who will handle coordinating travel &amp; accommodation arrangements for attendees, speakers, and VIPs?</p>	<p><b>Waste Management and Cleaning Services</b></p> <p>Outdoors? A well-conceived plan for bathrooms is essential. Some locations will legally require you seek their approval with your waste management plan.</p>	<p><b>Gifts and Swag Providers</b></p> <p>Branded giveaways, merchandise, and event souvenirs.</p>	<p><b>Health and Safety Services</b></p> <p>A legal requirement with costly, lasting consequences if it's not done right.</p>	<p><b>&amp; more</b></p>

# *Vendor Management*



## **STRIKING A BALANCE: RELIANCE AND COST EFFICIENCY**

Vendor partnerships can be intricate. Determine the extent to which you'll rely on them. Assess whether you require an internal event manager dedicated to vendor coordination or if external event management expertise is a wiser investment. Balancing cost considerations with reliability is vital. While established vendors often come with reputational benefits, exploring smaller vendors can offer cost efficiencies. Strive for a mix that safeguards your event's quality without compromising your budget.

## **LOCAL VS GLOBAL: THE VENDOR GEOGRAPHIC EQUATION**

When sourcing vendors, location matters. Consider whether it's more advantageous to choose vendors local to the event location or those close to your company headquarters. Local vendors can offer logistical convenience, while vendors from your location might simplify communication and co-ordination.

## **NAVIGATING COMPLEXITY: HIRING AN EVENT MANAGER/AGENCY**

Vendor management is a multifaceted endeavour, and the complexities can snowball quickly. Engaging an event manager or agency brings a wealth of benefits. They possess industry insights, a network of trusted vendors, and a treasure trove of experience to steer you away from pitfalls. They alleviate the research burden, ensuring vendor selection aligns with your event's vision. Choosing the right partners can make or break your event's success, and experts can guide you towards the former.

Mastering vendor management is an art that requires strategic thinking, research, and meticulous execution. By discerning the types of vendors needed, managing reliance, considering geographic factors, and potentially enlisting professional help, you navigate the complexities with confidence. Effective vendor partnerships lay the groundwork for a seamless event, ensuring your event is a resounding success.

# Workshops



If you're planning a conference, striking the right balance between passive listening and active engagement is paramount. Workshops infuse a refreshing dose of involvement and demonstrate your commitment to enriching the delegate experience.

Workshops address how to avoid the monotonous drone of one-way presentations while offering attendees the chance to actively immerse themselves. **Nobody benefits from being talked at endlessly.**

In workshops, delegates can delve into topics hands-on. They allow you to strike the perfect balance between controlled narrative and delegate-driven exploration. You set the focus of the workshop and how it will operate, whilst giving them the means to discover it on their own.

## CONSIDERATIONS FOR NAVIGATING WORKSHOP DESIGN

**WHAT?** Determining the right number, duration, and format of workshops is crucial. From roundtable discussions that encourage collective problem-solving to hands-on brainstorming sessions that spark creativity, each format serves unique purposes. Selecting relevant topics, aligned with the conference theme, keeps content meaningful and pertinent.

**WHO?** Will you allow buy-in from external stakeholders such as sponsors or partners? They can inject diverse perspectives and expertise into the workshops, but be aware that maintaining a clear balance between promotional intent and value-driven content is vital. Will delegates pick their own sessions, or will you assign them? Attendees feel more invested their preferences were considered, but don't forget to have a strategy in the event that some workshops are way over-subscribed or way under-subscribed.

**HOW?** Proper venue selection, be it dedicated rooms or adaptable spaces, plays a pivotal role. How many function spaces can you contract? Can you do these in the main conference room? Seating arrangements and acoustics then become crucial. How many people can participate? It should be neither too vast nor too intimate to guarantee active participation.

# *Xmas Parties*

We've cheated again! Now, you might think that orchestrating a memorable company Christmas party is simple enough - just find yourself a good pub and put everyone's drinks on the company's tab. But why do the same old thing year after year? Holidays, especially at the end of the year, are a golden opportunity to go big. And to do so, it requires careful consideration and early planning.

Start making plans as early as August. "Who's thinking about Christmas at the end of summer?" we hear you cry. Well, everyone who's going to have a truly superior holiday party. Leaving it 'til autumn or even winter will mean two things: the perfect venues have already been contracted by people that started earlier, and you'll be too busy getting all of your work done before you're out of office that you won't have time to organise anything beyond the mundane. Use this early start to find a good venue and to brainstorm ways to elevate the event experience from ordinary to extraordinary.



# Xmas Parties



## IDEAS TO GET YOU STARTED:

To create a unique, celebratory atmosphere, think beyond the standard pub drinks and consider what kind of venue would be the perfect backdrop for all of your guests dressed up in their holiday finest.

This might be an enclosed heated rooftop so you can take in the skyline, a museum or charming historic venue with wide open spaces so you'll be immersed in an elevated, culture-infused environment. Or, if your workspace allows, transform your office into a winter wonderland for a special, magical experience for you and your colleagues.



Invite your business partners and clients to add extra sparkle, and use this party as an opportunity to strengthen those bonds - business relationships grow the most in the intimate and informal environments where people are less focused on maintaining an air of professionalism.

If your company works with a charitable organisation or would like to, leverage this party to benefit them, incorporating an auction or fundraiser. There's nothing that screams "Christmas spirit" more than finding ways to give back to those who need it.

This event is a golden opportunity to make a lasting impression. By going big and investing in creativity, you ensure that your company's party remains on everyone's minds long after the holiday season. Plus, a well-planned and uniquely elevated Christmas party can become a cherished tradition that brings joy, connection, and renewed enthusiasm to your company's festive celebrations.

# Yearly

If you have something good going, stick with it. This essential life truth applies to events as well - if you've pulled off an event that was an overwhelming success, there's no reason to leave it in the past. In fact, you should consider making it a mainstay on your organisation's calendar.

## **Recognising the Call for Annual Traditions**

Overwhelmingly positive feedback from attendees, coupled with enthusiastic expressions of interest in future editions, suggests a strong foundation for recurrence. If the event has demonstrated its prowess as a potent sales incentive, driving impressive results, there's a compelling case for making it an annual fixture. Additionally, industries undergoing rapid change benefit from annual gatherings, as they provide opportunities to share new insights, adapt to evolving landscapes, and stay at the forefront of developments.

Annual events provide a consistent platform to deepen connections and foster a sense of community among attendees. They allow for the accumulation of shared experiences, knowledge exchange, and networking opportunities, building a sense of belonging that is hard to replicate with one-off gatherings. By returning year after year, attendees establish relationships that grow stronger, ultimately enriching the event's impact.



# Yearly

## Infusing Freshness While Preserving the Essence - How?

But, no one wants to keep doing the same exact thing year over year - after two iterations, it starts to lose its buzz. That doesn't mean your event has an expiration date however - the challenge in hosting annual events lies in sustaining excitement while maintaining the core theme and purpose.

Innovate through thematic variations, such as introducing new subtopics, guest speakers, or interactive formats. Find a new venue of the same calibre - keep an eye on new hotel or restaurant openings (at 1331 Events, we post about these regularly) and tap into what prominent voices in the travel and hospitality space are saying regarding emerging hot spot destinations. Regularly curate engaging content that addresses the evolving needs and interests of your audience. Embrace technology advancements, incorporating virtual elements, live polls, or gamified activities to add dynamism.

Retaining the essence while embracing evolution keeps attendees engaged, curious, and eager to return each year, amplifying the overall impact of your event.



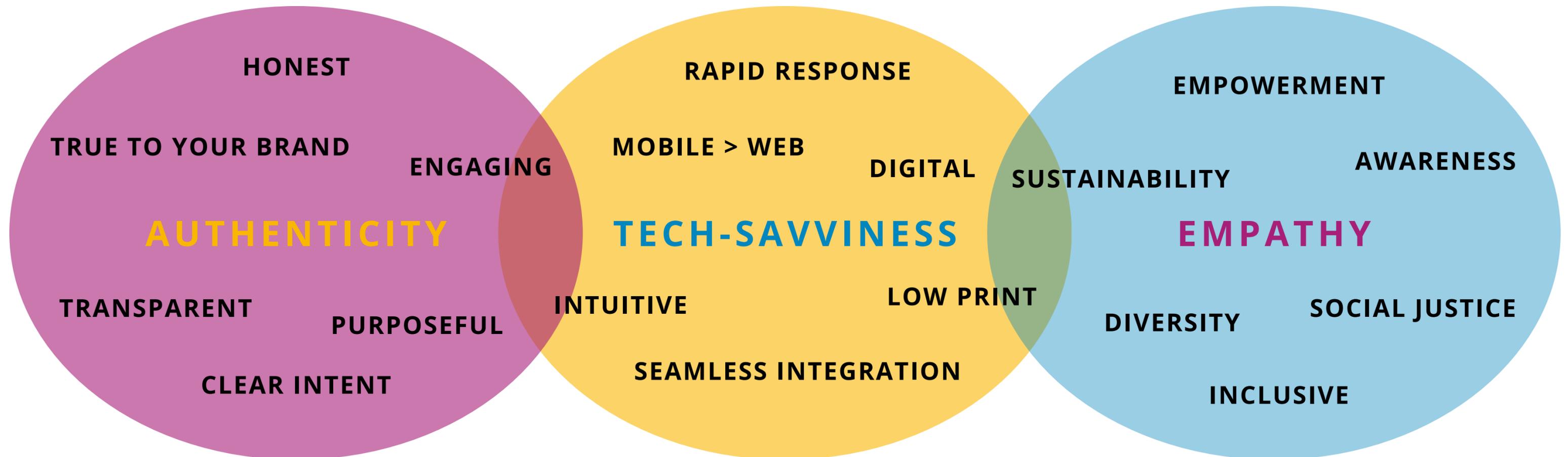


# Gen Z



Working world, meet '**Gen Z**' - people born between the late 90s and early 2010s. Depending on your industry or event objectives or client-base, Gen Z might feature prominently on your delegate list. If this is the case, it's paramount that you tailor your approach to the distinctive perspectives, values, and preferences Gen Z individuals bring to the table. Gen Z is *firm in their attitudes* toward life, *highly educated and hyper-aware* of the challenges of today, and *vocal* - both in their appreciation when their values are responded to, and disapproval when they're violated.

**Keep a particular focus on these 3 major focus areas to guide your approach in organising a successful event for a Gen Z-heavy audience.**





# Gen Z



## TECH-SAVVINESS

Gen Z is socially conscious and progressive.

Be conscious of your word choice and messaging.

Avoid anything that could be offensive (something treating issues of social justice, diversity, or inclusivity callously or ignorantly).

Find the line between informality and inappropriate (revealing cultural insensitivities).

Ensure your event is accessible and accommodating to atypical needs.

Minimise negative environmental impact.

## AUTHENTICITY

Be authentic, transparent, and honest across all of your business activities.

Don't suddenly pivot from your typical organisational behaviours and practices.

Remain consistent with your brand's voice.

Lead with your brand's values - don't inflate them.

Definitely don't just jump on popular trends in an effort to make an appeal.

## EMPATHY

Gen Z are digital natives and can use their phones for just about anything.

Be wary of overdoing how much technology your event incorporates. It should make sense why you're using it.

Focus on tech that is intuitive to use, user friendly, cleanly designed, and functions well.

Fewer comms with a clear purpose > Frequent comms to try to keep their attention

Not every event needs an app - you look *less* tech-savvy by using loads of technology for the sake of it.

# *Final Thoughts*



This second edition of the A-Z of Events Management while comprehensive, merely scratches the surface of the knowledge needed to plan a successful event. As you embark on your event journey, remember that there's so much more to uncover. We invite you to visit our website and [join our newsletter community](#), where we dive deeper into these topics, share our expertise, and offer a wealth of insights like new venue openings and hidden gem event destinations.

With a combined 50 years of experience, 1331 Events specialises in crafting impactful business events that transcend expectations and yield exceptional returns on your investment. Our track record speaks for itself — from shaping reputations and sealing deals to fostering transformative connections, our events have left a measurable imprint on brands' successes.

Navigating the complexity of events is what we do - we know what perfect looks like and how to reproduce it.

Don't be intimidated by the complex maze that is the world of events - we're here to help and we will make your vision our mission.

# Ready to create events with more impact?

Contact us:



[www.1331events.co.uk](http://www.1331events.co.uk)



[info@1331events.com](mailto:info@1331events.com)

The logo for 1331 EVENTS, featuring the numbers 1331 in a large, stylized font with a colon between the 3s, and the word EVENTS in a smaller, bold font below it. The logo is set against a background of purple and pink splatters.