



Event in a Box

Event planning

Peer Review Week 2018

Budget

- Confirm budget available
- Consider funding or sponsorship from a relevant organisation
- Items to factor into your budget
 - Venue hire
 - Catering
 - AV (laptop, projector, microphones)
 - Flipchart hire
 - Printing
 - Speaker costs
 - Delegate bags.

Venue

- Set date
 - Agree date
 - Research venues (visit before booking if possible) – can they accommodate no. of delegates, break out rooms, exhibition space, accessible for delegates with special needs, location, special equipment, registration area
 - Research other events around that date.
- Book venue
 - Estimate number of delegates
 - Confirm rates
 - Check cancellation terms and conditions. Know the cut off dates and work out the costs for each so you can assess the risk and minimise losses.
 - Identify need for seating plans, stages, lectern, microphones and AV equipment
 - Book catering with dietary requirements.

Content

- Identify/recruit event team
- Confirm objectives of the event
 - What do we want to achieve?
 - What are the desired outcomes?
 - Who do we want to engage with?
- Identify themes that you may want to address
- Identify key people you may want to be involved
- Decide on a format that fits with your objectives, number of delegates and budget.

Speakers

- Identify speakers for the event
- Write speaker briefs
- Invite speakers to the event and send briefs
- Confirm requirements such as travel, accommodation, expenses
- Send final details to the speakers and request presentations.

Programme

- Agree running order
- Create timetable to include breaks and lunch as well as Q&As (discuss with venue)
- Confirm times of presentations and send to speakers and delegates.

Promotion

- Create website
 - Include pages for theme and USPs, venue and how to get there, how to book, accommodation and discounted rates
 - Programme.
- E-shots to
 - Colleagues and networks
 - Consider buying lists.
- Social media
 - Use relevant social media channels (twitter, Facebook, LinkedIn etc.).
- Key messages
 - Create key messages
 - Promote the benefits of attending
 - Promote the outcomes.
- Post event promotion
 - Write a blog to summarize the event
 - Post photos on website and social media
 - Follow up on action points that came out of the event.

Delegate packs

- Consider:
 - Programme
 - Pen
 - Pad
 - Inserts (preferably sponsored)
 - Bag or folder
 - Other relevant information.

Feedback forms

- Feedback on venue and location
- Feedback on individual sessions
- Feedback on relevance of the content
- Feedback on outstanding papers
- Themes for next year
- Networking opportunities.

Logistics

- Make sure there is ample signage for rooms and toilets
- Have the Wi-Fi details available for delegates
- Have stationery available such as flipcharts, pens, stapler, blue tac, Sellotape.