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.
<table>
<thead>
<tr>
<th><strong>Feedback forms</strong></th>
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<tbody>
<tr>
<td>- Feedback on venue and location</td>
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<tr>
<td>- Feedback on individual sessions</td>
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<tr>
<td>- Feedback on relevance of the content</td>
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<td>- Feedback on outstanding papers</td>
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<tr>
<td>- Themes for next year</td>
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<td>- Networking opportunities.</td>
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<tr>
<th><strong>Logistics</strong></th>
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<tr>
<td>- Make sure there is ample signage for rooms and toilets</td>
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<td>- Have the Wi-Fi details available for delegates</td>
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<td>- Have stationery available such as flipcharts, pens, stapler, blue tac, Sellotape.</td>
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