



Planning an Event in a Box

Checklist for planning your Peer Review Week event

Content

- Confirm your objectives for the event e.g.
 - Who do you want to engage with and why?
 - What do you want to achieve?
 - How will you measure the impact of what you do?
 - What are the desired outcomes?
 - How will you follow up?
- Identify theme(s) -- tie in with the Peer Review Week theme if possible!
- Identify key people to attend - internal and external (speakers and attendees)
- Decide on a format that fits with your objectives, number of delegates, and budget
- Agree program schedule, including breaks and networking opportunities
- **Top Tip!** Identify/recruit an event team - where possible, involve advocates from outside your organization who can represent the needs of the community you're targeting

Budget

- Confirm available budget
- Consider funding or sponsorship from relevant organizations
 - **Top Tip!** Many organizations will donate venue space free of charge in return for an acknowledgement or speaking slot on the program
- Potential budget items
 - Venue hire
 - Catering including refreshments throughout day or at set times
 - IT (laptop, projector, microphones, technical support staff)
 - Printing programs and other collateral, including delegate bags
 - Delivery to venue
 - Promotional giveaways
 - CPD accreditation of speaker presentations
 - Speaker costs (fees, travel expenses)
 - Translators

Venue

- Research venues, check availability and suitability (visit before booking if possible) – can they accommodate:
 - Expected number of delegates
 - Break out rooms, exhibition space, registration area, and any other specific requirements
 - Accessibility for delegates with special needs
 - Location of venue for travel and parking - ease of access
- Book venue - remember to:
 - Estimate number of delegates
 - Ask if there are preferential accommodation rates for delegates and if so set up with venue and a couple of others around
 - How flexible is the space - if you don't get big numbers, can you reduce the room size so it isn't as obvious
 - Find out what else is happening at the venue at the same time
 - When do they need final numbers and confirmation of catering requirements?
 - 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 including any special dietary requirements
 - **Top tip!** Make sure there's plenty of tea and coffee throughout all daytime events

Speakers

- Identify and invite speakers for each session/topic (internal and/or external)
- Brief speakers - ideally in person or via remote meeting, rather than only in writing
- Confirm speaker requirements, if applicable (eg, travel, accommodation, fees)
- Confirm final program, timing, and other details to speakers
- Get permission that you can share their presentation slides
- Record the sessions and reuse the content as smaller digestible on-demand videos post event - let the speakers know you will be doing this
- **Top Tip!** Request presentations in advance so you can make sure they're appropriate and ready to go on the day on the PC in the room they will be presenting in

Promotion and collateral

- Key messages
 - Decide on key messages
 - Highlight the benefits of attending and expected outcomes
- Create web page
 - Set up registration
 - Include information on program, speakers, venue and how to get there, accommodation (if applicable)

- Pre-event promotion
 - Emarketing campaign to contacts and networks (buy lists if needed)
 - Social media campaign - use PRW hashtags and your event hashtag
 - Blog post(s)
- Delegate packs
 - Programme
 - Giveaways and inserts (preferably sponsored)
 - Bag or folder
 - Feedback forms (venue and location, sessions and content, themes, etc)
- Post event
 - Blog to summarize the event
 - Post photos on website and social media
 - **Top Tip!** Don't forget to record action points that come out of the event and follow up on them promptly

Logistics

- Signage for rooms and toilets
- Equipment -- flipcharts, pens, stapler, blue tac, sticky tape, post it notes, internet access for online voting systems and demos
- Top tip: Ensure WiFi details are readily available