

creating opportunity



Government of South Australia
Department of Trade and Economic
Development

Event Management

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Event Planning

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- **Event Planning should start to occur approximately 2-3 months before your event.**
- **Determine the event objectives and target audience.** This will help shape the theme & type of event (workshop, seminar, breakfast/lunch, panel session), venue, speakers etc.
- **Determine budget.** This will set limitations to the event.
- **Determine Risk.** Look at logistical risks such as timing, contractors, OH&S issues/injuries, crowding, negative media.....check out venue and ensure contingencies. Make sure you are covered by insurance.
- **Create invite list.** This will be determined by the audience you are trying to target. Remember there will be a % of people who will not be able to attend, so factor this in when determining invite numbers.
- **Look at dates for event.** Does it clash with any competing event in the area?
- **Book suitable venue.** Does the venue hold your numbers? Do they supply all the AV equipment and food/beverage you need? Is it suitable for your type of event /theme? Is it situated in a good location?
- **Design & Send invite.** Can the invite be produced in-house or does it need to be designed externally? Should it be sent electronically or post? Look at suitability to event, budget and lead times. Send approximately **1 month** before.

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- **Audio Visual (AV) equipment.** Look at the AV requirements for your event ie stage, microphone/lapel, lectern, lights, laptop, data projector, screens, AV technician, sound system etc. This will be determined by what and how your event is being presented, in addition to budget.
- **RSVP follow up.** Ring your unconfirmed invitees a few days before your event to confirm their attendance. This will remind people of your event and reduce the number of no-shows and turn-ups, giving you less uncertainty on the day. This can also enhance the quality of attendees.
- **Administration:**
 - Name tags, seating arrangements, place cards.** Any political, courtesy considerations, eg correct post-nominals, competing businesses not on same table, branding on place cards etc. Atmosphere consideration, are these needed? Ie informal, you may wish to disregard.
 - VIP protocol.** How will you treat your VIPs differently? Supplied transport, car parking, special seating, VIP event other than your event, special mention at event etc.
 - Run sheet.** Include ALL event aspects on your run sheet including setting up times, AV check, venue/catering liaison, speaker briefings, arrival of guests, actual event activities and 'bump out' at the end. Include considerations for delay. Brief ALL participating people such as staff, volunteers, venue, AV, speakers, MC etc.

Event Planning – Promotion

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Look at promotion of your event; pre, during and post event:

- **Advertising (paid publicity).** Promoting the event to gain interest and encourage participation. Budget consideration. Design Company to create ads (press, web). Think out of the square, cheap or free options include community notice boards in schools, sporting venues, libraries, councils etc
- **Media Release (unpaid publicity).** Possibly consider paying a PR Practitioner to write a media plan and media release/s. Otherwise, write your own media release*, considering how it will be 'newsworthy' ie how does your event affect the community and what angle will be of interest to the media? Make use of your media contacts.
- **Engaging Key Stakeholders.** Are there any organisations that have a good fit with your objectives, look at possible partnerships. They may see mutual benefit for promoting your event. This could lead to free publicity via sharing their networks.
- **Marketing Collateral.** What marketing tools will effectively promote your event to gain interest and encourage participation? Eg. Posters, brochures, banners, invite, billboards, website, gifts etc. Look at suitable distribution channels.
- Always good to promote the success of the event via the above mediums.

The Actual Event – on the day

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Preparation:

- Get to the venue early to do an onsite check, to have enough problem solving time if something goes wrong.
- Check with venue to make sure they are across the run sheet and any changes to timing, speakers, presentations, format etc. Food and beverages ok?
- Check AV equipment. Do a run through. Make sure sound can be heard at all areas in the venue.
- Put out display material, such as banners, brochures, pens etc.
- Set up registration table with name tags and information about seating arrangements (if any). Good idea to separate no-shows and keep a record of people turning up to your event on the day to get a FINAL number for your event. Important to assess 'success' of your event and the 'types' of businesses and people interested in the topic of your event for future event success.
- During event, make sure the activities are going to schedule. If any anomalies, let venue know as it may affect them eg staffing, food times etc.
- Handling the media. Have 3 key statements you would like to communicate on the day if media attend. Choose a relevant spokesperson who can speak well in public and on the spot. Be prepared with a media release and photo/TV opportunities.

Post Event

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Post evaluation. May include such things as number of attendees, the types of people attending, venue suitability, speaker assessment, media coverage etc.

Post evaluation is important for several reasons:

- It determines what was successful and what wasn't. Good to determine what can be improved on at your next event, increasing chances of success.
- Allows ALL people involved to provide feedback, something which may have been missed.
- Assists with KPI reports
- Always good to promote the success of the event to give credit to sponsors, venue, speakers, and staff involved.

Event Resources

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- **Event Checklist**
- **Run sheet template**
- **Event evaluation template**
- **How to write a media release?**
- **How to MC an event?**

**For any Small Business Month marketing and event queries,
please contact:**

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