

What to ask yourself
before planning your next
corporate event.



questions



questions questions questions

Who, what, when, where, how?

Planning a successful corporate event is no mean feat. Starting right means asking yourselves, your colleagues and your partners the right questions up front.

Thankfully, we've put together this handy guide of the questions you need to ask to give you confidence for your next event.



GRAY DAWES
EVENTS





Event management causing you stress?

Don't get worked up.

Ask yourself the right questions and you'll be able to find your focus to make event management easier.

These are the fundamentals that you're likely already all over... you'll know the answers to them, but that doesn't mean that everyone else involved in running your event will do, so spell it out!

What's the purpose of your meeting or event? Why are you considering putting it on in the first place?

In order to be able to tell if something is a success you need to understand the objective in the first place. It's the same for meetings and events.

Spell out the point of your meeting or event. Is it to educate your clients on a new feature? Drum up interest in a new product in your prospects? Keep colleagues informed of updates in the business?

Consider your ultimate goal and keep that central to your planning process.

How will you measure the success of the event?

So you know the objective... but what does that actually look like? For example "successfully launch our new product" could be your headline goal, but what does a successful launch look like? 50 direct sales at the event? 100 enquiries for further information? Improved brand sentiment from pre and post event surveys?

Success is likely to be a combination of factors. Think of yours and set realistic (but ambitious!) expectations. Which leads us neatly onto...

What type of experience do you want your attendees to have?

Remember - experience is everything and you should consider any meeting or event you put together as one! How do you want people to feel during and after your meeting or event? Consider the emotional response you are aiming for and keep this in mind when planning each element of your meeting or event.

first things first...

digging into details

Who's coming, what risks are there and how are you going to pay for all it?

Who is your target audience?

If it's clients or prospects, what do you already know about them? Hopefully you have a good data strategy in place and you'll be able to identify trends within your audience to create compelling, targeted events with equally tailored messaging for invitations and promotion.

The more you can demonstrate that you understand your audience, the more they will buy into your meeting, event and ultimately your brand.

What's your budget (do you even have one?!)

If you don't, consider the objectives of your meeting or event and how important meeting that objective is for you and your business... maybe its worth setting a budget of some kind in order to help see your event ambitions met.

When thinking of budget, you may need to consider the wider picture too. In addition to any direct cost

for the event itself (such as the venue, catering, room dressing, branded assets etc.) have you thought of all peripheral costs, such as travel and taxis, overnight stays, time away from home (if for example you need to provide time in lieu for employees if events take place over a weekend)?

What are the risks of holding your meeting or event?

You'll have put a lot of time and effort into your event, and your attendees may be taking valuable time out of their lives to be part of it too. You need to consider risk factors that could jeopardise all that effort.

Aside from your "standard" site and health & safety assessments, think about the impact that adverse weather, train strikes, illness, school closures or any other unforeseen circumstance could have.

Try and map out a range of disaster recovery options should the worst happen with back up plans... and while you may not want to think about it, consider what would happen if you had no option but to cancel the event.

The ever-elusive budget

If your finance department's grip on the corporate piggy bank's too tight, there are ways to cut event costs (and sometimes to loosen that grip)... just ask us!



**Don't leave it to fate
(or trying to hear
voices from a globe)**

If you need ideas for where to host your event, give us a shout.



Location, location, location - they say it's everything... while we know that, actually, experience is everything we agree that location is pretty important.

Where would you ideally want to hold the event (and why!)?

You might be looking for a location based on the type of venue you're after (if for example you're planning a big exhibition you may be limited to a smaller choice of locations).

But for lower-key meetings or smaller scale events, the world is literally your oyster.

What's important in choosing a location for you? Do you want to wow people with an incredible international location, or do you want to offer simple convenience with somewhere easily accessible for your attendees instead?

How will they get there?

Part of considering your location needs to be how you plan on your attendees getting there. If you're paying for travel, you'll need to factor this into the overall cost.

Your audience and location choice will dictate whether you need to arrange for attendees travelling from a range of different global locations. If so, you'll have consider not just flights, but each and every leg of the journey to and from your event.

This can get complex. Take it from us that working with an events management agency with experience in managing huge corporate events (hint hint) can take away the (considerable) stress of managing multiple flights connecting with multiple modes of public transport or hire cars and will save you some grey hairs.

What type of venue are you looking at?

Your event type will dictate the sort of venue you need to consider, but there are always options.

When choosing a venue consider whether they can provide relevant catering (and meet any dietary needs), what sort of AV and associated support they have available and ensure they are fully accessible for any disabilities.

Where's it at

t&c's, tech & onsite

Getting to the nitty-gritty. While they may seem complex (or boring) to some, tech choices and T&C's can make all the difference to your event.

Have you (actually) read the contract?

Once confirmed have you reviewed the contract? Make sure that you really, actually, do. This is not like checking a box to confirm you've read the notes accompanying a software update (which no-one on earth has ever done).

This contract will dictate the obligations you put yourself (and your company) under when you sign and define what happens if the worst happened and you had to cancel. Do your due diligence and make sure that you know the implications before you put pen to paper and sign.

Have you considered onsite support?

Who's going to be onsite on the day? Do you have a registration desk, and if so, who will man that? How will registration and the flow of the rest of your event be

managed? Consider the full length of your event and highlight where you might need additional support in order to ensure people are where they need to be, when they need to be there.

How will you engage pre-event?

Getting buy-in to your meeting or event is key to ensuring you meet your objectives and maximise ROI. There's no point putting on the world's greatest event if no one turns up. And no one's going to turn up unless they know about it.

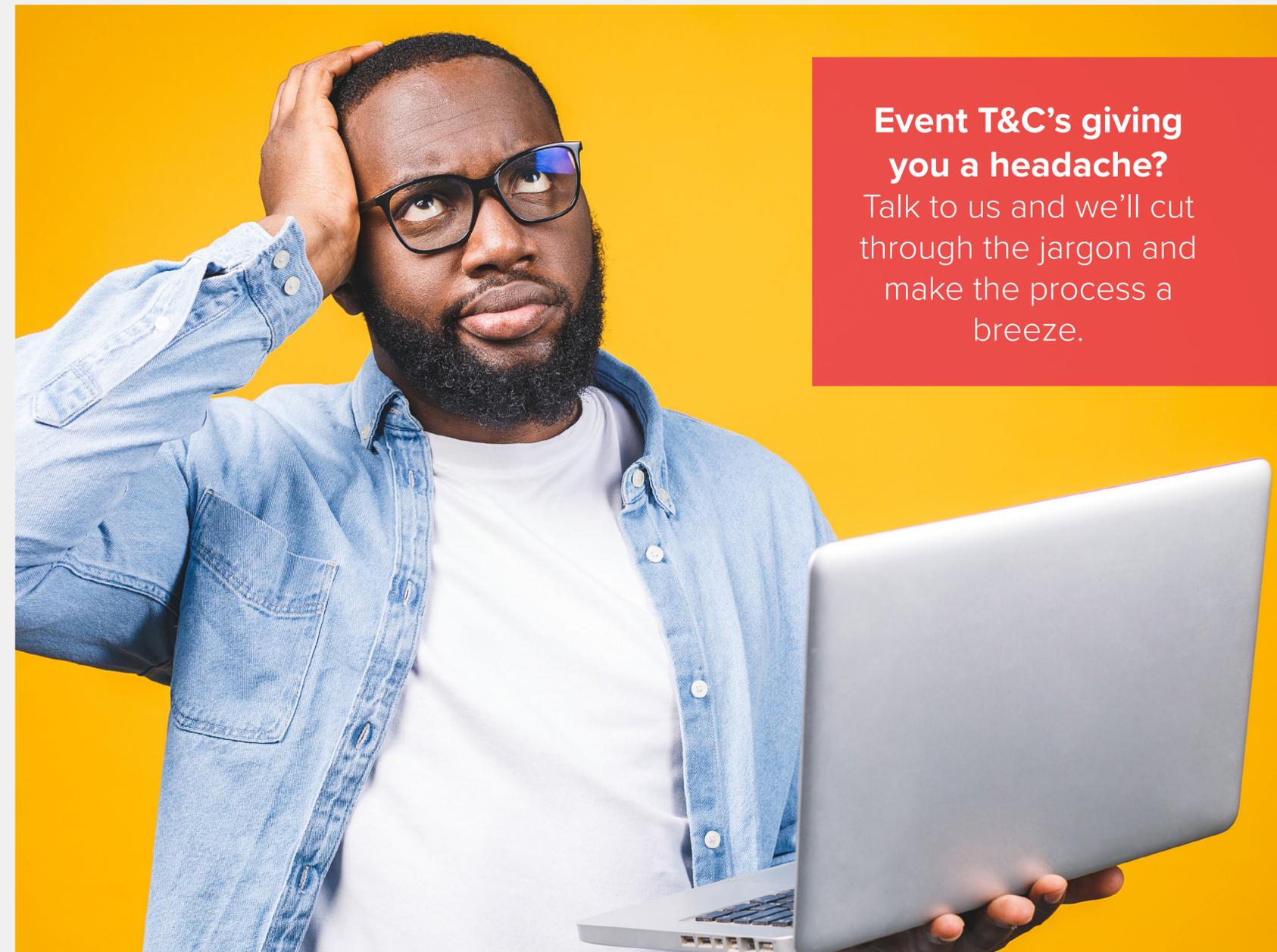
You need a robust marketing and communications strategy that can reach your intended audience and demonstrate what they'll be getting out of being part of your event.

Depending on your event, you may have to consider multiple channels to widen coverage and ensure your message sinks in. Once signed up, make sure you keep them in the loop, remind them of the where's and when's and provide some excitement as you build toward event day. The experience of your event starts when invitees receive the first communication. Everything counts.

Have you considered a registration site or event app?

There's tech out there that can help, and you should consider whether you need some. A registration site or event app can make a huge difference to the amount of manual work you would otherwise need to put in.

They do need dedicated management themselves of course, and you need to ensure you choose something that is fit for purpose for your event, so it's worth taking the time to research the market or speak to a specialist event management agency who will have the right answers for you.



Event T&C's giving you a headache?

Talk to us and we'll cut through the jargon and make the process a breeze.

For more info and further steps in the right direction, head to gd.events/how to find out how we do it!

If you need help answering any of these questions, get in touch!

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