HOW TO ORGANIZE A SUCCESSFUL EVENT

A successful event is productive, generates new ideas and strengthens cooperation. Check out our tips for organizing an event that everyone leaves with a smile on their face.
TIMING
When deciding on the date, consider the time of the year, holiday seasons and competing events. Check the diaries of all key people and start organizing well in advance.

OBJECTIVE
Identify specific objectives and make sure that they guide the entire event.

THE NATURE, THEME AND DURATION OF THE EVENT
Consider if the objectives could be reached by arranging a daytime meeting or whether it is necessary to organize a two-day seminar with accompanying entertainment. Also, think about the possibility of arranging a video conference so that the parties would not need to attend the meeting in person. It is economical and eco-friendly.

BUDGET
Determine how much money is available for the event before arranging any details. Remember to stick to the budget throughout the project.

NUMBER OF PARTICIPANTS
Consider carefully who should attend the event. When deciding on the numbers, take into account the people in charge of various sectors, guests as well as the chair and secretary.

OVERSEAS GUESTS
If the event is to be attended by guests from overseas, this must be taken into consideration from the start as you will need to have the materials in different languages and, possibly, organize interpretation services. If the conference language is English, all materials from invitations to supplementary materials must be written in English.

CHOOSING THE VENUE
The venue must be comfortable and easy to reach. When choosing the venue, consider its size, the nature of the event, the technology required and the table set-up style. For example, a U-shape set-up creates a different atmosphere than a classroom style (please see Table set-up styles above). High tables for standing around may be a good option as they keep participants energized during long events.

Keep the event moving by restricting the length of comments and speeches; do not allow any long monologues.

The participants should receive the programme no later than 48 hours before the event.
THE PROGRAMME

Provide participants with the programmed and agenda in advance. Ask them to comment on these before the event to ensure that all essential issues are covered.

INVITATIONS AND REGISTRATION

Include all practicalities regarding the event in the invitation and attach a map with directions. If participants arrive from different parts of the country, the invitation should be sent out at least a month before the event. Remember to clearly indicate the deadline for registration in the invitation.

When the most important materials have been delivered to the participants before the event, decisions can be made quicker.

MATERIALS

Send meeting materials to all participants well in advance. Consider if the participants should prepare for the meeting to make the event more efficient. Compile a list of all equipment, notes, nameplates and materials needed at the venue.

VENUE AND EQUIPMENT

Find out what technical equipment the speakers will need, such as audio equipment and projectors. Test the equipment an hour before the meeting starts. Make sure there are clear signs to guide the participants to the right venue.

You should arrive at the venue a little early so that the time allocated for the event can be used as efficiently as possible. It is also important to end the event at the specified time!

GUESTS

It may be unnecessary for all guests, specialists or speakers to stay at the event for its entire duration. Inform the guests of the schedule for speeches and all practicalities clearly and well in advance.

REFRESHMENTS

Consider the length and nature of your event when deciding on the meals and drinks to be served. Remember to ask participants about their special dietary requirements. Inform participants about the meals in advance. Refreshments keep energy levels high and minds focused.
ACCOMMODATION AND TRANSPORTATION

Make reservations well in advance so that you can book a sufficient number of hotel rooms of the same standard. If necessary, arrange for a coach, organize carpools or send participants instructions for using public transport. Encourage people to travel together as this allows them to get to know each other in an informal setting. Remember to offer information about parking arrangements and possible parking fees.

DECORATION

Find out if the venue should be decorated for the event with flowers, flags, roll-up banners, posters or other suitable decorations.

SOCIAL MEDIA

Depending on the nature of the event, take photos of people, notes and decisions and share them within the company through internal channels (e.g. intranet, Yammer) or with other partners through social media.

ENTERTAINMENT AND ACTIVITIES

Consider if your event would benefit from entertainment and recreational activities that would help the participants to concentrate. For example, the programmed could include an evening event to support the event theme, and a brisk walk in the fresh air or short breaks for exercise could help to keep people focused.

SUMMARY AND FEEDBACK

At the end of the event, collect feedback from all participants using a feedback form. Thank the participants and explain what measures will be taken after the meeting. You could also send them a brief list of the most important decisions and ideas that were brought up in the meeting.