Culture & Creativity

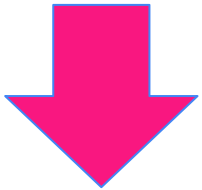
10 Tips for Organising a Successful Event

This presentation is a KIDS4ALLL elaboration of the contents written by Irina Prokofieva, the EU-EaP Culture and Creativity Programme Operations Manager

1. Define the purpose and format

Formulate your goal as specifically as possible:

e.g. convey knowledge to participants; raise funds for a project; offer guests aesthetic pleasure.



Conceive your event

its concept, timing and duration, role distribution within the team,
the location, catering, sound…


TRY TO SURPRISE PEOPLE AND CREATE THE WOW EFFECT, EXCEED THEIR EXPECTATIONS IN THE MOST ORDINARY THINGS.
THIS IS EXACTLY WHAT CREATES THE FEEL OF AN EVENT.
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2. Pay sufficient attention to planning

How much time for each task?*

1. prepare a **list of the main tasks**
2. flesh them out in as much detail as possible in the form of **specific steps**

The plan should include

- ★ logistics
- ★ contents
- ★ promotion of the event

*it usually takes longer than you'd expect!

3. Draft your budget taking into account unforeseeable situations

Look at the list of tasks and compare them with your budget.

How much money do you have for your event and

how much money do you need for location, material, food…

YOUR BUDGET IS = ZERO?

Then consider this in your planning and be even more creative!

Even without money you can do many great things!

Indeed, the goal should be to create a SUSTAINABLE event!

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KEY INCLUSIVE DEVELOPMENT STRATEGIES FOR LIFELONG LEARNING

Buy new staff → borrow, recycle, upcycle, DIY

Use disposable plates, cups… → Guests put their name on their plate/cup → use reusable things e.g. every guest brings its own staff

Buy food from far away (e.g. avocados, bananas, quinoa) → Buy local and seasonal food, possibly organic

. . .

4. The devil is in the detail

Think about everything down to the SMALLEST DETAIL.

(e.g. how they register, who will greet participants and how, what music will be playing, do you have an interesting photo corner, how is your team dressed, what to do during breaks)

5. Check the location and have a plan B

Always check the location in person at the beginning.

The risk, otherwise, is that at the most unexpected moment it could turn out there are no wheelchair-accessible toilet facilities or the equipment won't get through the door…

IT'S ALWAYS BEST TO HAVE A PLAN B, for example in case it rains.

6. Share responsibilities

It is very important to **share tasks** among the team members

- ★ at the preparation stage
- ★ during the event

You might want to allocate responsibilities by zone.

For example, one is responsible for the registration zone, one for greeting the band,

one for the equipment, for catering, communication with the press, etc.

7. Tell your audience about the event

For the successful promotion of an event: you need time!

Your marketing approach depends on:

the **type of event**, its **target audience**, internal **resources** and the budget.


IT IS IMPORTANT TO CREATE ONE KEY MESSAGE THAT WILL BE BROADCAST ON ALL CHANNELS.
MAKE SURE IT IS BRIEF AND THAT IT ACCURATELY CONVEYS THE IDEA OF THE EVENT TO YOUR AUDIENCE.
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8. Pay attention to service

Make sure that your team follows The **Duck Face Rule**.

BE FRIENDLY to participants, speakers and partners.

Try to address their problems or questions and meet their expectations,

even if you feel tired and not everything runs to plan.

At the end of the day, what people remember is

- ★ how they were treated and the **atmosphere**
- ★ not what the speaker was saying on the stage!

9. Carry out a final check 24 hours before the event

Make sure that you've

- informed the participants of **how to get to the location**
- made **signs** to help people to find the place
- prepared the printed **materials**, audio and video content.

Check whether all team members

★ know what are their tasks and responsibilities
★ have an updated programme

Tipp: You don't want to forget anything? **Make a checklist**!

10. Ask for feedback

Ask participants to fill an EVALUATION FORM at the end of the event, on paper or online.

Ask them to assess: logistics, speakers, locations, and the work of the organisers.

Meet with your team soon after the event and exchange your perspectives on:

what went well and **what did you learn** for next time?

Take notes so that you don't make the same mistakes organising your next event!

Whatever event you organise,

BE OPTIMISTIC and don't be afraid of surprises

and **your event will be a success**!