

How to Run Successful Events

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Amazing Events tend to use wow locations





Make
Your Event
Stand Out
From The Rest

Planning to make your event stand out

- ◉ First decide on your target audience, demographics and preferences
 - > This will effect decisions such type of event experience, format, content, location
- ◉ Consider the value your event brings to the audience
 - > Tailor event according to what the customer cares about how they learn
- ◉ Delegates time is precious - you need to give them a reason to attend, and create value
- ◉ Understand your audience – put yourself in their shoes
 - > What do they expect from the event?
 - > What will their experience be?
 - > Can you meet or exceed their expectations?

Tailoring the event

- Tailor the event experience according to audience to produce great benefits
 - > Improves brand perception
 - > Boosts mouth to mouth marketing
 - > Increases attendance in the long run
 - > Better attendee engagement
 - > More efficient learning

Have a clear business purpose

- measurable goals



- Is it a medium for passing on information, education?
- New product or service release
- Brand awareness
- Meet new prospects – lead generation
- PR opportunity
- The purpose will define the type of event to organise

Set SMART goals

- ◉ Always start with strategy, which needs to be measurable:
 - > Specific
 - > Measurable
 - > Attainable
 - > Relevant
 - > Time –bound
 - > Be realistic – know your constraints, but strive to exceed them

Check dates for the event

- ◉ Be aware of other industry events that audience might be interested in, when are they scheduled?
- ◉ Know your own company marketing programme and timings, commitments
- ◉ Check calendar dates
 - > Bank holidays
 - > School holidays
 - > Mid week dates

Know your budget

- Budget for any event consists of the following components
 - > 60 % fixed costs
 - > 25% variable costs
 - > 15% contingency
 - > Sponsorship
 - > Paid event
 - > Create a detailed budget before looking for venue



Historical venue can add grandeur to your brand

Event location - venue

- ◉ An interesting venue can transform attendees perception of your event
- ◉ Region
 - > Reconsider where audience is travelling from?
 - > Schedule and length of the event
- ◉ Transportation
 - > How easy is it for delegates to get to your event?

Type of venue for event

- ◉ Does the venue fit the agenda and purpose?
- ◉ Chose venue according to the meeting rooms size to number of attendee
- ◉ Always shortlist 3 venues
- ◉ Always do a site visit
- ◉ Be flexible as the event planning will always change

Produce a master sheet of logistics

- ◉ Master sheet to contain everything planned for the event, from meeting rooms to refreshments, transportation
- ◉ Gantt chart showing time lines and responsibility, completion
- ◉ Time line checklist will keep you focussed, targeted to accomplish goals
- ◉ Always have a plan B - contingency expect the unexpected - insurance

Programme and content

- ◉ Know your audience values, as programme must be interesting
- ◉ Important to ensure delegates are given inspiration, gain knowledge
- ◉ How to communicate your information
 - > Attendees require different levels of stimulation and interactivity
 - > Multisensory experiences
- ◉ Presentations should interact, excite, motivate and provide interest

Brand - marketing your event

- ◉ Create a theme for the event with a catchy title and tagline
- ◉ Create a logo in line with corporate brand and messaging
- ◉ Set marketing goals
- ◉ Attendance of an event is dependent on the effort of inviting people and promotion

Invitation -reasons why people attend your event

- ◉ What are you offering?
- ◉ Most compelling reason to come?
- ◉ Best use of delegates time
- ◉ Focus on benefits not just content
- ◉ Reach audience on an emotional level
- ◉ Set expectations and deliver promises, go above and beyond, blow them away

Communicate your event

- Social media to build excitement
- PR – local radio, newspapers, blogging
- Dedicated event page on your website
- Invitation, email, printed invite



Registration

- Make registration as easy as possible for attendees, simple concise
 - > By phone - Apps
 - > On-line
 - > Email
 - > Website
 - > Social media
 - > Event Software such as Eventbrite
 - > Reward early registrants

Event technology to enhance your event

- Mobile engagement is important to attendees
 - > Mobile Apps allow online networking, appointment scheduling
- Ability to interact with peers, speakers, exhibitors, sponsors on-line and during event
- Social face to face networking
- On-line Streaming

Logistics on-site



Make the audience experience on-site unforgettable

- > Reconfirm the running order with Venue run through event, timings,
- > Attendees first impression so important
 - welcome and easy registration, no waiting
 - Signage, ease of locating meeting rooms
 - Meeting room set up comfortable good view of stage and presenters
 - Check all A/V is working
 - Delicious food and beverage
 - Excellent Wi-Fi connection

Follow up ROI

- Make it easy for attendees to give feedback
- Review objectives with results
- Debrief with your team
- Survey sponsors
- Share results
- Use results for next event

Questions?

- ◉ If you need assistance on planning organising any type of business event please contact

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- ◉ For event management tips go to:

www.b2beventmanagment.co.uk