

STEP 1

PURPOSE

- *The reason for which something is done or created*
- *The reason why something exists*
- *Fixed intention in doing something*

VENUES 2 EVENTS

PURPOSE FRAMEWORK

Use the below to create your Event Brief, a document you can share with team members to ensure everyone is on the same page.

STEP 1 – WHY

The idea is to keep the answer to this question really short and to the point. During the next step we will get a little more specific to help keep your clients focused on the end goal.

Example:

To launch a product

Why are you holding this event? *There may be more than one reason*

Some common reasons why events are held:

- Launching a new product
- Increasing brand exposure
- Selling a product or training course
- Business development, meeting potential clients
- Positioning your company as experts or thought leaders in your field
- Team building exercise
- Training
- Staff Incentive Program
- Client Entertaining

STEP 2 – OBJECTIVES

Objectives give you the opportunity to expand on why you are holding your event.

Objectives can be split into two areas:

1. Company objectives
2. Personal objectives

Company - The Company (client) will have objectives that need to be achieved.

- Why is this event important for the company?
- What does this event need to provide for the company?
- Does the event need to break even or turn a profit?

Personal - Being responsible for planning an event comes with its own set of personal objectives. Successful events usually result in company accolades and praise but what happens if your event fails?

List the event objectives, print them out, stick them on the wall and refer back to them for all decision making processes throughout the planning of the conference.

Example – Product Launch:

Company objectives:

What are the objectives of your event?	How can you make this a relevant and measurable objective?
To educate internal staff about the product	Staff on board and understand key messages
Get customers excited about the product	They recommend and sell the product
Have as many key customers attend as possible	80% conversion from invitation to confirmed guests
Seamless event	Feedback from client and guests
Turn-key solution (replicate in multiple locations)	Did the events have the same look, feel and outcomes in each location?

Personal objectives:

To reduce workload for our clients	Weekly progress meetings, future work for client
Perform work in allocated hours	Did we quote the right amount of hours?
Happy client	Gain feedback throughout the event planning and post event
Happy guests	Customer feedback

What are your event objectives?

What are the objectives of your event?	How can you make this a relevant and measurable objective?

What are your personal objectives?

What are the objectives for the event?	How can you make this a relevant and measurable objective?

STEP 3 – YOUR GUESTS

Why will people want to attend your conference?

What's in it for them?

You are asking people to give up their time to attend your event. Sometimes you are also asking for them to pay to attend your event. What is the benefit to them?

Reasons why people attend events?	
Stature	You feel privileged to be invited to an event. For example, an invitation to the Birdcage on a major Flemington race day
Information	You attend an event to gain information. Find out about a product, company, learn about the experience from other participants
Network	Meet new people that could be beneficial for their business or business they work for
Skills	You attend to gain new skills, to learn something
Entertainment	You are attending to be entertained, have fun
Research	You are attending to research the competition, find out what others are doing at events
They are expected to attend	Sometimes as an employee it is expected that you attend an event

Example Product Launch we managed in 2012:

Reasons:	Details:
Stature	Key customers, considered best in their field were invited
Information	They are after technical data and information that will help them do their jobs
Network	Look forward to networking with their colleagues they don't often see
Entertainment	It's nice to have some entertainment and not all work
They are expected to attend	Internal employees were expected to attend the event

Why are people going to attend your event?

Reasons:	Details:

STEP 4 – IMPRESSION

What is the impression you want your guests to leave with?

What will people be saying about your event once they leave? What is the message they will be sharing with their friends?

Your job is to create a conference that has guests leaving with the impression you intended them to leave with. Don't let this scare you, let this knowledge guide you, as once you know what you want your guests to be saying about your event you can start planning to make this happen.

Example:

Three ideal comments:

1. That was a great event, very professional
2. I gained some valuable information, I'm really glad I came along
3. It was well worth my time

Three key messages you would like your guests to leave with:

1. State of the art product, worth the premium price
2. They care about me and I am among an elite group of customers
3. I have support from them and their sales representatives

If you had a secret spy video recorder that was placed on the wall as guests were walking out the door of your event, what would they be saying to each other? Write three of your ideal comments below:

1.

2.

3.

What are the three key messages you would like your guests to leave with?

1.

2.

3.

STEP 5 – WHO

Who needs to be at the conference for your client and you to achieve the objectives? You could start by creating a list of:

- Industries
- Companies
- Departments within your organisation
- Groups of people
- VIP's
- Government representatives

Once you define the group or groups of people you are going to invite – you start to create a picture of what your guests are like. Is your audience predominantly male? Is your audience generation Y or are they baby boomers?

By knowing your audience and their attributes, you can tailor your event to their needs and wants and make calculated event decisions along the planning process.

For example our menu and beverage selections for a predominantly male audience would be different to that of an all female audience.

Who/Groups:	Get Specific:
Industries	
Companies	
Departments within your organisation	
Groups of people	
Male / Female	
Age Demographic	
Interests, hobbies (what do they enjoy doing)	

STEP 6 – WHEN

When is the best time to hold your event? Some questions to consider when setting the date and time:

- Which day of the week will work best for your guests?
Consider which days of the week are they the busiest and unlikely to attend your event?
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- What time of the day will work best for your guests?
Are breakfast events or events after 5pm better suited to your audience?
-

- What should the length of your event be?
-

- Are there any public/school/religious holidays to consider?
-

- What is the weather at your chosen time of the year?
Sunrise/sunset?
-

- Are there any other public events on at the same time? Public events can affect public transport, parking and decrease the amount of accommodation in a city.
-

- After answering the above questions, which dates will work for your event?
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- Is your event date flexible? Do you have only one option? Do you have a preferred date but are willing to consider alternate dates?
-

Common Mistakes:

1. Assuming the answers
2. Not performing initial research

Making a mistake when selecting your event date, can have a dramatic influence over the number of people who attend your event.

STEP 7 – WHERE

Which location is best to hold your event in order to maximise guest attendance?

In this section we are not so concerned about a specific venue but more about what area or part of the city best suits your event? You need to understand the area and location that will best suit your style of conference, then and only then, can you start to look for venues within that area.

Some questions to consider when selecting a location for your event are:

- Proximity to guests. Where do the majority of guests live? Where do the majority of guests work?

- Does the location need to be CBD, Outer CBD circle, North, South, East, West?

- Does the location need to have nearby parking?

- Does the location need to have nearby accommodation?

- Does the location need to be close to public transport?

➤ Does the location need to have nearby food outlets?

STEP 8 – STAKEHOLDERS

Who else do you need to involve within your organisation?

Managers, teams

Who are the decision makers?

Who signs off on the budget, venue selection, entertainment? What decisions do you have control over?

Knowing the areas in which you can make decisions can help save time

Who can offer you extra support and help?

Is there anyone working within your organisation who can offer support or assistance for your upcoming event?

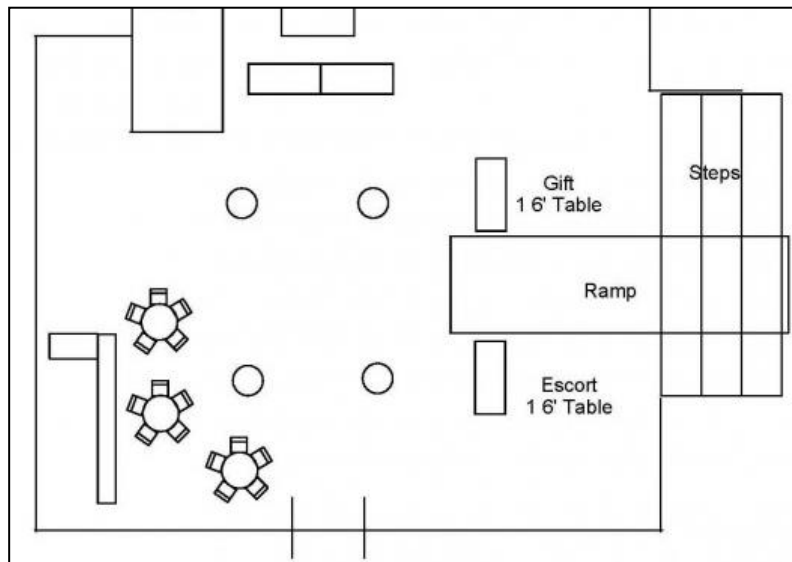
Common mistakes:

1. Not understanding who is responsible for each aspect of the event
2. Gaining help from colleagues but not defining their job role and responsibilities
3. Not keeping control. You may have others helping you but remember it is still your responsibility to oversee each area to ensure the success of your event.

STEP 9 – STYLE

What style of event is going to work best to achieve your desired outcomes:

➤ Cocktail



Cocktail style can be deceiving, as you may think that there isn't a lot of set up required - but you still need to make your guests comfortable. It's a great idea to place low tables and chairs in nooks or around the edges of the room, also bar tables (bar trees) placed strategically around the open space is a great idea as there is nothing easy about juggling drink, food and/or handbags.

Ottomans and lounges also make a great addition to cocktail style events.

Set-up tips:

- Ideally you should have approx. 3 square meters per guest
- Ensure there is enough seating for guests
- Have you thought about heating/cooling and ash trays for outdoor cocktail events
- Food stations and bars should be easily accessible

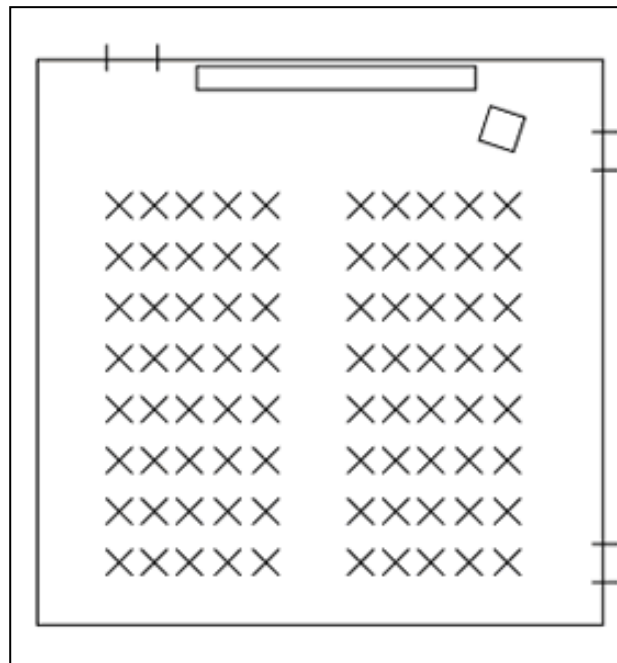
Pros:

- Less formal style of event
- Guests can mingle easily

Cons:

- Ensure you don't have too many people in the room making it hard for food and beverage attendants to access all areas
- Presentations can be hard to see and hear

► Theatre



Seats or chairs are placed in rows like a theatre where conference attendees are facing the stage. This set-up has no provision for note taking, laptops or refreshments. Theatre style set up can accommodate large groups where little interaction between attendees is required.

Set-up tips:

- Theatre style does not always have to be straight rows, your seating can be arranged to suit your room size and desired feel of your event. Other options to consider are semi-circle or angled in a V shape. Also think about if you need an aisle down the centre, or even two aisles.
- Remember to offset each row so that attendees don't have to look around the person in front of them. Check with your venue to make sure they can accommodate your preferred set up as their capacities may only be based on the traditional straight row.
- So that attendees can move in and out easily and without too much disturbance it's preferable to allow 60cm between rows, again check with your venue to make sure you have the space.
- Also take a note of the width of your chairs, standard banquet chairs are usually 460mm wide which is narrower than the average person so allow from 6cm - 15cm gap between them for your guests comfort.

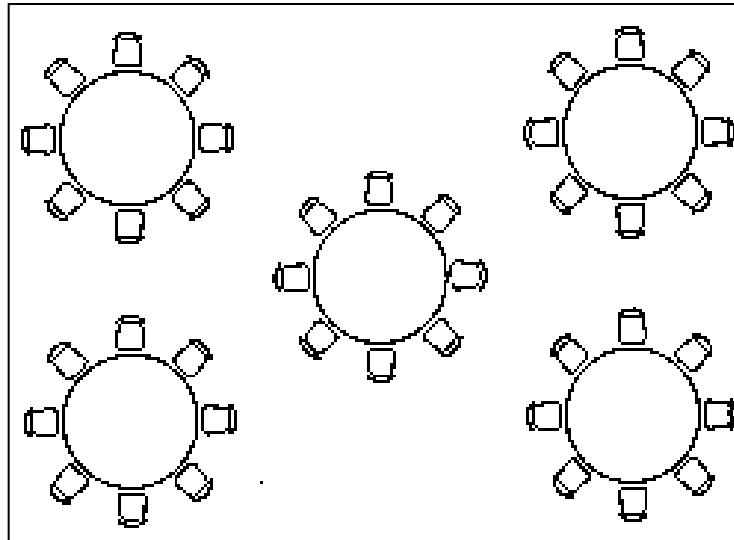
Pros:

- Theatre style is ideal for large groups

Cons:

- Allows minimal group interaction
- As there are no desks it is difficult for refreshments and for attendees to take notes

➤ Banquet



Round or square tables each seating 6-10 people, set for dinner or banquet events. Seats are placed around the outside of the table.

Banquet-style is the setup plan of choice for most meal functions, gala dinners and weddings. In addition, it is also useful for small business meetings and breakouts or groups involving group interaction and/or note taking.

Set-up tips:

- You don't have to have the same amount of people at each table
- Use larger tables if seating more than 10 guests at a table
- You can also look at using rectangle or square tables
- Remember to offset each row of tables throughout the room so you don't have one table directly behind another table

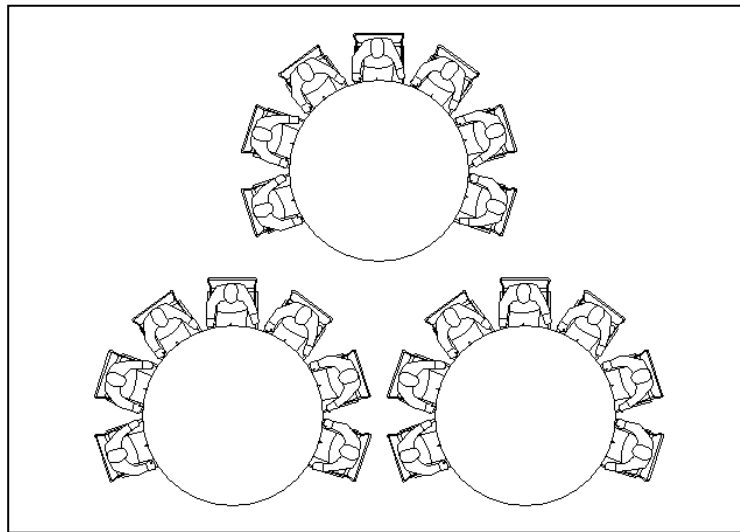
Pros:

- Guests can see and interact with others on their table.

Cons:

- If there is a presentation some guests will have their backs to the screen and or presentation area.

➤ Cabaret (open rounds)



Cabaret style is usually created using round tables with delegates seated around two thirds of the table, usually 6-8 people sitting around a table made for 10.

Essentially you take away the two seats with their back to the screen. This allows all delegates a clear view, with no delegates having their back to the stage or presenter.

Cabaret style is ideal for awards nights and presentation nights when a banquet meal is being served and most of the evening is dedicated to speeches and presentations. It is also a useful set up for conferences or business meetings, where delegates need to take notes or break to discuss topics between themselves.

Set-up tips:

- This style can also be used for square tables, where you would simply take away the seats with their back to the screen or main presentation area.
- If your room is quite large and you need to make it look fuller, cabaret style is perfect for getting more tables in the room. You can set tables with anything from 5 – 8 guests per table. For Example:
 - 120 guests Banquet style (10 guests to a table) = 12 tables
 - 120 guests Cabaret style (8 guests to a table) = 15 tables

- If you need to set cabaret style for 8 guests you could look at using a larger table to allow enough room for guests.
- When you arrive at your venue you may have to adjust the position of the seats. What we usually find is that the venue set the chairs square to the front of the room. Ideally the tables on the right and left of the stage should have their 6-8 chairs angled slightly towards the stage.

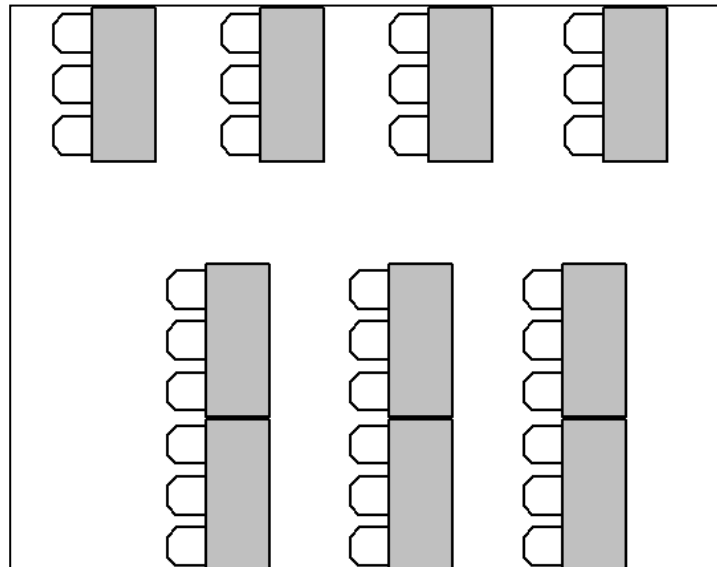
Pros:

- Delegates have desk for note taking, laptops and refreshments.
- Presenter can see all participants and make eye contact.
- Accommodates smaller groups in a larger space.
- Delegates are facing the presenters and audio visual presentations.

Cons:

- You need a larger venue for cabaret style.

➤ Classroom



Rows of tables all facing the front, a presenters table, stage and or lectern is usually set up at the front of the room facing the 'class'. The classroom set up is ideal for larger groups and more formal training sessions or conferences requiring note taking, or for delegates to use their laptops and reference materials.

This is the most comfortable set-up for long sessions and allows refreshments to be placed within reach of each attendee. The number of people that a classroom set-up is suited is only limited by the size of the room. With large groups of 70 or more delegates you will need a microphone and PA system to ensure the presentation is heard clearly by all delegates, check with your speakers to see if they require a lapel or hand held microphone as many presenters like to walk around while presenting. Dual projection screens for visual displays may also be required for larger groups.

Set-up tips:

- Tables that extend beyond the stage or podium should be angled toward the speaker.
- Allow approximately 60cm of table space for each person or if they have laptops and a large amount of materials allow more space if possible.

- The space between each table should be a minimum of 90cm to 110cm if space allows, allowing delegates to move in and out without disturbing the rest of the conference.

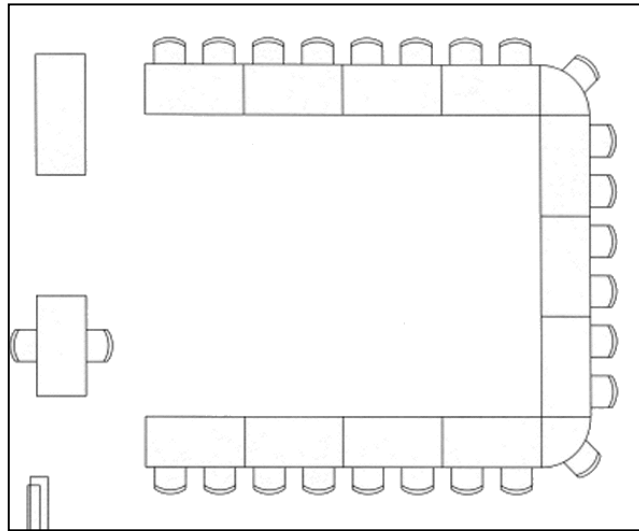
Pros:

- Delegates have desk for note taking, laptops and refreshments.
- Presenter can see all participants and make eye contact.
- Accommodates large groups in less space.
- Delegates are facing the presenters and audio visual presentations.

Cons:

- Allows minimal interaction between delegates.
- Participants only see each other's back.

➤ U-Shape



U-Shape is ideal for committee meetings or training seminars where there are speakers or audio visual presentations, and where you require interaction between delegates.

This set up caters comfortably for 25 -30 delegates, larger groups will find that it becomes more difficult to interact successfully.

Set-up tips:

- A minimum of 60cm of table space is required per attendee.
- Skirt the inside of the "U" if attendees are being seated only on the outside.
- Avoid the "U" set-up for groups greater than 30, as the sides of the "U" become too long and may not promote participation from all attendees.

Pros:

- Delegates have desk for note taking, laptops and refreshments.
- Presenter can see all participants and make eye contact.
- Accommodates smaller groups in a larger space.
- Delegates are facing the presenters and audio visual presentations.

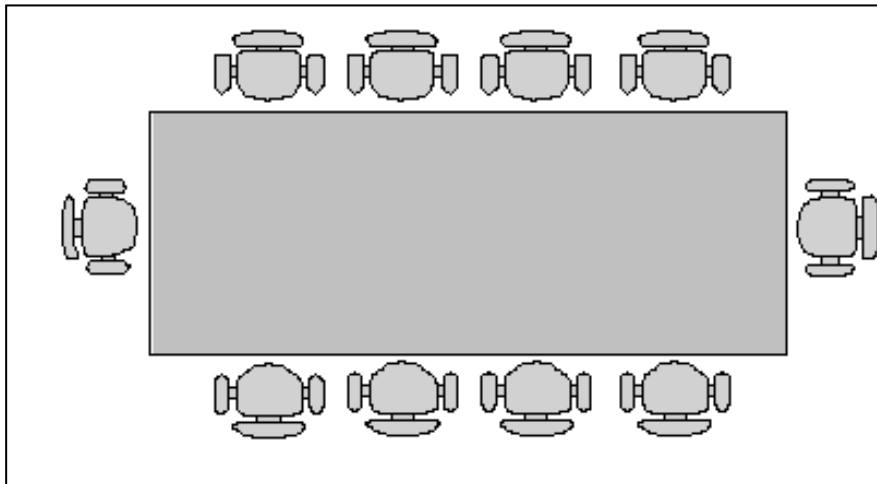
Cons:

- Ensure you have enough space for U-Shape and guests are not too far from the presenter.

You can also turn your U-Shape set-up into a 'Hollow Design' - Square conference tables arranged in a square or rectangle or even octagon, leaving the center open. Chairs are placed around the outside of the tables.

Best suited for larger meetings of 12 to 30 guests, where group interaction among attendees is important. You can also use this for meetings when there is no designated leader or presenter. It is also a useful layout design that provides workspace, good communication and visual lines for each person.

➤ Boardroom



Boardroom style seating incorporates a rectangular or oval table set with chairs around all sides and ends. Boardroom style seating is ideal for small business meetings or strategy sessions for up to 16 people.

The chairperson, facilitator or presenter will either sit or stand at one end of the table. All delegates will be able to see each other and interact easily with other participants.

For slightly larger groups standard conference tables can be placed together to form a square, rectangle or hollow square.

Set-up tips:

- A minimum of 60cm of table space is required per attendee.
- Remember, the larger the set-up, the harder it is for attendees to see others at the opposite end to them.

Pros:

- Boardroom set up offers a good working atmosphere where participants can see each other and interact easily.

Cons:

- Not ideal for content heavy audio-visual presentations, speakers or very large groups.

5 Common Mistakes when selecting your room layout

1. Not having enough room for all of your guests
2. Having too much space with the room looking empty
3. Not understanding what is included in the room hire and incurring additional charges for items that you need on the day
4. People too far away from the main presentation area, they disconnect with the event
5. Seats with their back to the main presentation area

STEP 10 – EVENT BUDGET

What is the budget amount that has been allocated? Some initial things to think about when creating your budget are:

- Your time
- Venue hire
- Catering
- Audio visual
- Parking
- Deliveries / couriers
- Invitation design and print
- Postage of invitations
- Phone calls
- Ticketing fees
- Printing of manuals, event material
- Gift bags
- Name badge design / print
- Name place card design / print
- Internet connection
- Crew catering (band, photographer)
- Accommodation (breakfast)
- Transport
- Flights
- Entertainment / guest speakers
- Linen
- Themeing
- Event website
- Banners / branding
- Photography / videography
- Security
- Cleaning
- Event hire (furniture, heaters, tables etc.)

A few handy hints:

- We suggest that you build in at least a 10% buffer for incidental event expenses.
- When gaining quotations from suppliers, double check if they are including or excluding GST.
- Keep a log of the time you spend planning your event. Track the time spent on each task. This knowledge can be valuable to help you plan and quote on future conference or you may use it to justify your time spent.