



KATY HURREN - VIRTUAL  
ASSISTANT

# Event Planning Guide

HELPFUL TIPS TO SUPPORT YOU  
WITH PLANNING YOUR EVENT

[www.katyhurren-virtualassistant.com](http://www.katyhurren-virtualassistant.com)

# EVENT PLANNING

Hi there!

Thank you for using my guide to support you with planning your event. Whether organizing a small meeting or orchestrating a large conference, event planning is a huge task!

Every event, no matter how simple or complex, requires detailed planning and organization. From establishing an accurate budget to promoting your event, there are a number of components you should start to consider early on to make the process as stress-free as possible.

While no two events are the same, and every event has varying goals, budgets, and audiences; there are several steps you can take to jump-start the planning process, keep on track, and maximize your event's success.

In this guide, I will provide you a step by step plan of what to consider when organising your event.

**Enjoy!**

# TABLE OF CONTENTS

1. Define goals and objectives
2. Establish a budget
3. Build your team
4. Pick your venue and date
5. Develop event branding
6. Plan your program
7. Confirm sponsors, exhibitors, and speakers
8. Identify and select tech tools
9. Create a marketing and promotional plan
10. Outsourcing



# 1. DECIDE ON YOUR PURPOSE

## Audience

The best events are ones that have a niche area of focus such as for people working in a specific industry or for female small business owners.

## Style

Will you be keeping your event casual or more structured - you'll need to decide what is best for your audience.

## Objectives

What is the aim of your event and what do you hope to get out of it? Are you hoping for Sales/Leads or engagement? You'll want to set yourself some SMART objectives or goals that are measurable so that you can monitor the success of your event.

## 2. ESTABLISH AN EVENT BUDGET

Even if you aren't aiming to make a profit from your event, you'll have costs such as venue hire and refreshments.

Consider how much you'll charge for the tickets - don't be afraid to make it a reasonable cost to put value on the event.

You may also have other costs to consider, including;

### **Staff**

You may require a team to support you onsite with the event including registration, meet and greet, logistics and set up.

### **Venue & Catering**

The venue may charge you for hire for the day as well as catering, AV equipment and parking.

### **Branding**

You may need branding and signage for the event including banners, table cloths and posters.

### **3. BUILD YOUR EVENTS TEAM**

Your onsite event team are your support team during the live event!

You cannot do everything on the day so you will need to carefully consider who else you need onsite and what roles they will need to take on during the event, these roles may include;

#### **Event Manager**

On the day, an Event Manager can take on the running order of the day, managing the venue, suppliers and so on.

#### **AV**

If you need stage, screens, lighting or sound - you will want to outsource this to a technical AV team. Not only will they provide top spec equipment, they will support with the presentation and production on the day.

#### **Registration & Meet and Greet**

Welcoming and registering your attendees is an important part of the day that you will want to make sure is a seamless process - after all it is the first impression for your guests!

## 4. PICK YOUR VENUE AND DATE

Community halls, Hotel Conference suites or a Room in a restaurant/pub - these are good ideas for events however, consider your audience again - the venue itself could act as a good pull for the event, encouraging delegates to come along!

Consider the location and make sure it has good road access and parking.

It is impossible to suit everyone but consider when is best for your audience. Mondays and Fridays are popular days for people to work from home or book as annual leave so for a business event, a Tues, Weds or Thursday might be the best days. Also consider childcare and half term dates

Breakfast meetings often work well for small business owners so that they have the rest of the day for working.

## 5. DEVELOP EVENT BRANDING

When choosing your event branding, consider that an event brand should reflect your organization's brand but it should have a brand of its own.

You will also want to consider how your brand will come across online on websites, apps and event portals, as well as in real life.

When thinking of event branding, it typically includes:

- Event name. The first crucial step, your event's name is the first thing attendees will see, so you want it to reflect your vision for the event.
- Theme. A name alone can't tell the whole story. Often events will create a theme to tie the event together.
- Logo, colours, typography. There should be consistency across all marketing touchpoints.
- On-site decor, email, signage, and more. While every touchpoint doesn't need to be hyper-branded. Individual elements should come together to support the story you are telling.



## 6. PLAN YOUR PROGRAM

The Order of the day or your Agenda is one of the most important things to nail down as early on as possible!

Consider what needs covered during the event and how long each part will need.

Presentations need to be kept short and concise so as to keep the audience engaged. Videos help break up presentations as well as slides with visuals rather than too much text.

Consider how to engage the audience by providing break out sessions in smaller groups.

Include interactive elements such as quizzes or Q&A's using online tools such as Slido or Kahoot.

Make sure you include comfort breaks and refreshments throughout the day to keep your delegates comfortable and engaged.





## **7. CONFIRM SPONSORS, EXHIBITORS, AND SPEAKERS**

Another area to consider early on are any Guest speakers or sponsors that you will want to invite to the event.

These elements are fantastic additions to an event as they can help engage and motivate the audience.

You will want to invite them personally and provide them with an overview of the event, the audience and what the objectives are so they can consider this in their presentation.

Once your speakers are identified, don't forget to maintain an open line of communication. Create a speaker agreement that includes necessary information like presentation expectations, content deadlines, available technology onsite, and compensation. Be clear about your expectations upfront, so there are no surprises the day before the event!



## 8. IDENTIFY AND SELECT YOUR TECH TOOLS

Technology is a great support on events and can enhance the experience for organiser and attendee!

Tech can improve and support on the following areas;

### Registration

Having a portal where delegates can register their attendance can aid this process before the event and onsite during registration. Using barcodes or QR codes where delegates can print their name badge on arrival allows you to monitor attendance seamlessly.

### Mobile Apps

Apps can be fantastic tools for hosting all the event information where delegates can easily access it.

### Engagement Tools

Virtual quiz or Q&A tools can be great to support engagement during an event as well as Social Media walls where delegates can feedback and upload pictures during the live event.

## 9. CREATE A MARKETING AND PROMOTIONAL PLAN

You can organise the perfect event and have everything planned perfectly but it doesn't guarantee you footfall.

You need to ensure you promote your event as much as you can using social media and creating an online event that be can easily shared.

You might also want to promote at the venue and leave posters around in areas where your target audience might be. Ensure any sponsors or guest speakers also promote the event as they may be the perfect pull for your audience!

You will also want to consider your goals and objectives in your marketing plan so that you can measure your results at the end, common goals can include;

- Drive X amount of traffic to your website
- Increase social media engagement by X%

Finally, consider actions for after the event such as email follow up and reviews.

## 10. OUTSOURCING

I'm sure you know, there are many things involved when it comes to organising events. It can seem overwhelming especially if the event is large scale with lots of elements within it.

One thing you should seriously consider is to **OUTSOURCE!**

Outsourcing to a Freelance Event Manager gives you comfort that you have an experienced pair of hands managing all elements of your event as well as managing the event on the live day.

You may have lots of things on your plate and might be unable to give the event the time and attention it needs to make it perfect, so bringing in someone who can make this their sole project really is valuable.

If you want to speak to me about supporting with your event, get in touch today!



[katylhurren@outlook.com](mailto:katylhurren@outlook.com)

## ABOUT ME

I have worked in the Events Industry for the past 12 years, managing Automotive events and Conferences.

I've managed events from small product placements through to large conferences and training events.

I have worked on a diverse range of projects, from the proposal stage through to onsite management and post event reconciliation.

I am a strong and effective communicator, and pride myself on my ability to build effective relationships with clients.

Clients have told me that I have a 'Calming presence' and that is a valuable skill to have when it comes to Event planning!

If you'd like to know more about me, get in touch! I'd love to chat!



[katylhurren@outlook.com](mailto:katylhurren@outlook.com)

# EVENT PLANNING GUIDE



## KATY HURREN VIRTUAL ASSISTANT

[WWW.KATYHURREN-VIRTUALASSISTANT.COM](http://WWW.KATYHURREN-VIRTUALASSISTANT.COM)

 KATYHURRENVIRTUALASSISTANT

 KATYHURREN\_VA