

The 7 habits of a highly successful event



The use of staging, set and audio-visual technology can transform an otherwise “run of the mill” event into something memorable. Will all want and need any engagement with our audience – whether internal or external, to be an experience that will stick in their minds and even more so, that they will talk to others about.

So here are 7 things you can do to ensure your event IS memorable and IS talked about!

1. **Choose the right space.** Make it relevant to your audience and ensure it’s accessible to them. Think location, room sizes, catering options and accommodation needs (if relevant).
2. **Audio Visuals early!** Consult with an Audio-Visual production partner at the earliest opportunity. Planning will save you a fortune and deliver the best all round result for you.
3. **Theme.** Sometimes the theme is literal, but should it always be? Your AV production partner should be able to help you employ the latest technologies to produce a relevant theme that has impact and creates a focus for your subject.
4. **The “Bum-Settler” video.** Have one! It’ll make your event stand out in the eyes of your audience. It should be entertaining, relevant and give attendees a chance to settle-in to your event. Keep it short though... not more than 3 minutes.
5. **Build engaging, creative presentations.** Use animations in PowerPoint and video punctuation pieces to entertain as well as inform your audience.
6. **Reveal.** Audiences enjoy and participate in much greater numbers when they are entertained. Create a reveal pieces in your event schedule. They don’t have to all be large and symbolic and your audio-visual production partner can help you create and deliver these magical, memorable moments.
7. **Follow up.** Make sure you have an effective plan. And not just one piece of follow up; to remain memorable you need 3 pieces of follow up content. Video should be one of these, it’s proven to be more engaging than any visual element.

About the author

Paul Musselle is Managing Director of Giggabox Limited and has over 30 years’ experience of planning, producing and delivering video content and corporate events and shows. Giggabox works with Local, National and International businesses, from SME’s to Global Brands and is known for its friendly, practical approach and the “can-do” attitude of its core production specialists.