

Top 10 Tips on how to run a successful event

1. **What?** - What is the content and objective of your meeting? Who is your audience? How many delegates are you are expecting? 'What's in it for the delegate'?
2. **How?** - How you are planning to deliver your meeting? What is the delivery style? Webinar or live event?
3. **When?** - Find a suitable date and timing. If you are planning to attract businesses, aim for term-time dates. If your theme is fun/family related, pick dates during school half-terms.
4. **Who?** - Assign responsibilities to people in charge, if you have a team to help you. Think of external providers too, i.e. external training providers, guest speakers, materials/equipment delivery, etc.
5. **Where?** - Secure a venue. Research - Review - Site Visit - Book. Decide on a room layout, equipment, timing, catering, accommodation and transport.
To save yourself time, simply contact Ridgeway Centre Conferencing / www.theridgewaycentre.com
6. **Plan** - 'Failure to plan is planning to fail'. Build a tasks/to do plan with long-term, medium-term and short-term deadlines - PUT REAL DATES IN - 'asap' is not going to help.
7. **Invite** - Don't forget to invite the delegates. Too early invitations sometimes get lost and forgotten, depending who is your audience and the popularity of your meetings. I would say, the sooner the better. However, be prepared to send regular reminders to your contacts - CALLS AND FACE TO FACE INVITATIONS ARE THE MOST EFFECTIVE. I would start with 'Stay tuned for ... coming soon' approach for any meetings with 6 months + ahead the date. Less than 6 months, start sending detailed invitations. Less than 3 months start creating urgency.
Remember to ask for dietary requirements and disability access/special needs assistance.
8. **Confirm** - once the delegate has registered for your meeting, email back confirming the space with joining instructions including a map, directions, agenda. Inform the delegate of any pre-course work to be completed, any forums to join or send feedback with meeting expectations.
9. **Check** - check if everything is in place. Go through your 'to do plan' and organise a briefing meeting with your team and external providers, if any. Make sure everything is clear and everyone knows what to do. Discuss a contingency plan, what if? In between, if practice/rehearsal is required schedule it at the start of the project and do a final one 72 - 24 hrs before the event.
10. **Show time** - have a good rest before the event and allow your team to finish early the day before (if possible). You will need a lot of positive energy to deliver a successful event - PERFORMANCE IS KEY.

Written by Violeta Azur