

# Top 10 Tips – Event Management

Supplied by: TWC Events



Most companies and organisations need to organise events in one form or another to involve their people, clients and stakeholders in what's going on. Events don't just happen – they involve preparation and organisation and the first stage is read our Top 10 Tips.

- 1. Look at the big picture.** Before diving in it is worth taking time to explore the broader background. Are there other initiatives this event fits into? What's the target audience? What outcomes are you looking for?
- 2. Ah yes – budget!** Whether you're a cash-rich company, a public service organisation, a charity – there should will always be a budget. This is important not only for financial control but organisational discipline, the ability to persuade and also to negotiate. So, know your figures.
- 3. Measuring success.** This needs to be considered and agreed during the pre-planning stage and a method chosen e.g. evaluation forms, electronic feedback during the event.
- 4. Let me check the diary.** When the event is to take place could be influenced by a number of factors : time sensitive launch, end of year, annual conference, requirement for consecutive roadshows, availability of key contributors. Again, this needs to be covered in the pre-planning.
- 5. Venue.** Your choice of venue is likely to be one of the largest expenditure items. If your organisation has it's own facilities – terrific! If not, you need to carefully source. Venue search services are a real time-saver and a free service. The good ones will know the venues they suggest, have visited and got feedback from previous clients. However, you should still visit a venue yourself before you make your final selection. Email us for your free venue checklist on [success@twcevents.co.uk](mailto:success@twcevents.co.uk).
- 6. Events can fail miserably if the pre-event administration is not robust.** There are many options available these days with on-line registration very much the favourite for conferences and seminars. Do some research on off the shelf packages and service providers if you do not wish to create your own.

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- 7. The power of the badge.** Ensure the badging system works. The badge needs to be large enough to include the information needed and for others to be able to read. You can also include for example, colours and numbers for syndicates and workshops.
- 8. Ensure superb facilitation of the event.** Good facilitators are like gold dust. If you have a star in your company that's excellent news. If not, do some research to source an external facilitator.
- 9. Sound and vision.** People are often surprised how much sound bodies soak up. Unless it is a very small gathering you should consider a sound system. If people cannot hear or see properly they become irritated and pre-occupied. If you can include a professional technician in your budget – do it.
- 10. Consider using the services of an event management company for all or part of the event.** The savings made both in your time and getting it right first time are significant. Good luck with your next event.

TWC Events manages events from start to success. Based in Northamptonshire it supports clients both locally and nationwide. In addition to running events it offers a pre-event consultancy service and a one-day training programme Running Successful Events for in-house organisers. For further information call Sue Brackley on 07071 356918 or email [success@twcevents.co.uk](mailto:success@twcevents.co.uk)

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