






## Event Management

INTERREG IIC  
 Lille, 13-14 June 2005






### Why hold an event?

- Face-to-face meetings are the best way to communicate something
- Opportunity to bring together your organisation's personnel and key audiences
- Provide a controlled environment to explain what you and your partners do

### Planning


- Numerous opportunities for events
- Numerous audiences to invite
- All need consideration and planning to ensure you convey your key messages to the right audiences


**Purpose of the event**  
 What is it meant to achieve?  
 What messages do you want to communicate?

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**Target audiences**  
 Who is the event for?  
 What are those people interested in?  
 Will this event be interesting for them?






**What type of event best suits the purpose and audience?**

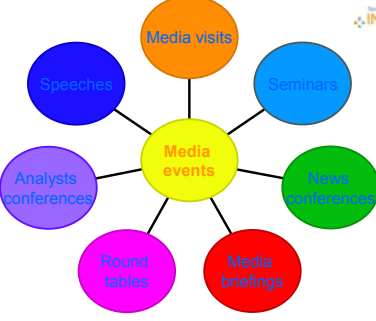



### Messages

- Expand core messages to provide the right message for the event
- Include them in all communications
- Develop Q&As
  - ❖ Brief all your team on agreed responses





**Key relationship building tools**



### Media events

- According to journalists, most are a waste of time
- Before having one, ask:
  - ❖ What can this achieve that a news release or phone call can't?
  - ❖ Only organise if you feel the story is important enough to pull overworked journalists away from their desks



### News conferences

- Only do if important news
  - ❖ E.g. In UK for annual results, industry statistics, major product innovations, etc.
- Not all journalists can be in the same place at the same time
- May want one-on-ones with spokespeople as well



### Media briefings

- One-to-one
- Group
- Background briefings
- News briefings
- Lunch, drink, phone call



### Seminars, round tables

- Group of opinion leaders discussing area
- Product or service explained in-depth
- Media attend
- Report written and released to media



### Media visits

- Opportunity for journalists to visit facilities or operations
- Helps journalists understand your operations
- Builds relationships



### Speeches

- Numerous conferences, seminars, events
- Develop criteria for involvement
  - ❖ Match to communication objectives
  - ❖ Sponsorship element
- Exploit media relations opportunities
  - ❖ Get media list
  - ❖ Ensure presence in event media centre





## Budget

- Often the constraining element of an event
- Determines scale and scope:
  - ❖ Overall quality of an event
  - ❖ Venue
  - ❖ Type of support materials
- Control carefully
- Ensure contingency fund



## Timing

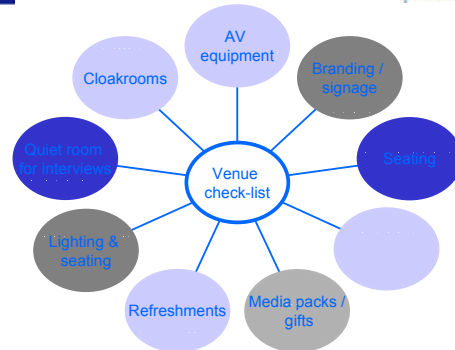
- Don't time event to clash with others
- A number of online search engines, products that can tell you what events are happening
- Ask Government departments, editors what might conflict



## Venue

### Requirements

- Be imaginative
  - ❖ Reflects nature of your operations and theme of the event
- Good location
  - ❖ Accessible
  - ❖ Easy to find
- Layout
  - ❖ Keep it crowded (important to get RSVPs)



## Equipment checklist



- |                       |                       |
|-----------------------|-----------------------|
| ❖ Projectors          | ❖ Video/DVD player    |
| ❖ Overheads           | ❖ Laser pointer       |
| ❖ Computers           | ❖ Internet connection |
| ❖ Video or TV screens | ❖ Cassette player     |
| ❖ Flip charts         | ❖ Printer             |
| ❖ Microphones         | ❖ Spare batteries     |
| ❖ Video camera        | ❖ A/V cart            |
| ❖ Podium              | ❖ Duct tape           |



## Equipment



- What could go wrong?
- Plan for a failure
  - ❖ Backup equipment when possible
  - ❖ If using PowerPoint – have multiple copies
    - Different computers, CDs, flash drive
  - ❖ Determine where you can get extra equipment if it does fail



### Events on a limited budget

- Events don't have to be large, expensive affairs
- Use office meeting room as the venue
- Develop and produce materials yourself
- Coffee and cookies are fine

If the topic is good enough and you've developed an interesting story-angle, people will attend



### Ensuring attendance

- Send out invitation as early as possible
- Consider sending a 'save-the-date' notice
- Include map, parking details, reply slip / fax back



### Media attendance

- Issue a media advisory
  - ❖ For trades, consumer weeklies and monthlies issue three weeks in advance
  - ❖ For nationals, TV & radio issue much nearer to event



### Ensuring media attendance

- Chase all invitees by telephone
  - ❖ Ensure it is in their diary
  - ❖ For national press / TV contact again the day before
  - ❖ For TV point out visual attraction
- It's frequently possible to persuade a reluctant journalist to attend an event by speaking to them directly



### Presentations

- Presentations should be:
  - ❖ Relevant - not a sales pitch or congratulatory event
  - ❖ Short & sweet - 15 mins
  - ❖ Start and finish on time
  - ❖ Get copy in advance



- Top speakers
  - ❖ If possible use key people
  - ❖ Especially if not normally accessible to the audience



### Media events

- Personal discussion
  - ❖ Journalists may want to discuss ideas personally with management
  - ❖ Make sure there are enough important people around for this
  - ❖ Prioritise TV interviews first, followed by evening newspapers



## Support materials

- Give out press packs
  - ❖ Journalists prefer before, not after, the event
  - ❖ Gives them a chance to find out what it's going to be about
  - ❖ And it's something to write on
  - ❖ However some may leave before the presentation!
- Contents: news release, backgrounder, photographs, biographies...



## Follow-up

- Evaluate how the event went
  - ❖ Solicit feed-back from attendees
  - ❖ Consider an evaluation form
- Follow-up any requests for further information
- Develop an action plan to build relationships with attendees



## Media follow-up

- Don't expect coverage from all attendees
- Don't continually chase attendees
- Other news stories may be more important
  - ❖ E.g. Just before your event a crisis situation could occur that journalists might have to cover instead
- Relationship building exercise
  - ❖ You might not get press coverage, but build good relationship with journalists!



## Room set up

- Vary according to:
  - ❖ Size of room
  - ❖ Number of delegates
  - ❖ Purpose of event
  - ❖ Level of participation
  - ❖ Preference of presenter
- Keep in mind room logistics
  - ❖ Lighting, AC and heating, power outlets, obstructions



## Theatre style

- Excellent for large crowds
- Focus is on the presenter
- Not conducive to note taking



## Classroom style

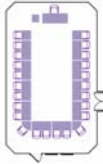
- Good for note taking or if the audience is required to refer to a lot of materials or manuals
- Restricted by the size of the room





## U or V style

- Good for note taking
- Allows for good interaction with the audience
- Only suitable for smaller crowds
  - ✦ Fewer than 30 people



## Workshop

- Best for group activity or brainstorming
- Excellent interaction with others in the group
- Allows the presenter to deal with the audience in small, manageable groups

