

involvement insights:

EVENT CHECKLIST

PLANNING, PUBLICISING, HOSTING AND EVALUATING

All events follow a similar event management process – getting the basics right will give you a greater chance of success. guide to planning, publicising, hosting and evaluating your event.

PRE EVENT
<p>Hold meeting with client to discuss dates and confirm purpose and objectives for event</p> <ul style="list-style-type: none">• Write brief for job summarising background to use with client• Open job sheet for team• Get team job log number
<p>Hold planning meeting with communications and engagement client account team to discuss venue options.</p> <ul style="list-style-type: none">• Produce shortlist of venue(s).
<p>Check availability of short list of venues and check approximate costs and ease of access to and from venue.</p> <ul style="list-style-type: none">• Produce options list of venues with details for:<ul style="list-style-type: none">- Costs- Location including access- Transport/parking- Catering- AV facilities
<p>Confirm with client programme / objectives and produce detailed document outlining purpose and timetable (useful to show speakers).</p> <ul style="list-style-type: none">• Produce draft programme and timetable• Confirm in writing with client budget for the event which should take into account:<ul style="list-style-type: none">- Number to be invited- Style of venue- What hospitality is appropriate- Expenses/fees- Equipment
<p>When venue is shortlisted/chosen, visit venue to check:</p> <ul style="list-style-type: none">- Size and suitability of rooms- Chairs and how they should be arranged- Positioning of reception desk/table/lectern- Type of menu required (ask for menu samples)- Times for refreshments and drinks- Number of people you anticipate- Is there a cancellation fee- Equipment e.g. screens, projectors, PowerPoint, Wi-Fi access, blackout facilities, microphones, speakers), what are hire charges? Do we need to bring/hire anything from outside? Is outside technical support required?- How convenient is venue for travelling?- Discuss timetable and events before/after on proposed date- Business support on site e.g. email access for last minute presentations, telephone/office• Confirm in writing to venue all points discussed, including costs.<ul style="list-style-type: none">- Raise purchase order.
<p>Should there be a separate press conference held prior to main conference?</p>

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SPEAKERS ARRANGEMENTS

Meet if possible to confirm:

- Programme and brief on their presentation
- Arrival time and destinations
- Ask for synopsis/brief biography (if required) in plenty of time before the event
- What visual aids are required

- Confirm number/type of people expected, who other speakers are

Do speakers require rehearsals?

Is a fee required?

If speaker providing slides, film, video etc check they are compatible with technology being used.

Will speakers require overnight accommodation?

- If so, book and confirm to both hotel and speakers

THREE WEEKS BEFORE EVENT

Issue invitations – personalised invitations including proposed programme, speakers and directions.

- Prepare and agree invitation list;
- Produce invitation (print or online)
- Email/post invitations

Organise hand outs such as folders, badges, literature, tent cards and signs if necessary.

- Delegate pack including programme, delegate list, copy of presentation
- Signage for venue
- Speakers table cards
- Badges for delegates

TWO WEEKS BEFORE EVENT

Chase up speaker's requirements – how are they travelling, do they need collecting?

- Order and confirm in writing any equipment necessary such as PA system

Book photographer

- Write instructions/ brief for photographer

ONE WEEK BEFORE EVENT

Chase up any outstanding information from speakers

Organise any travel arrangements / car / train tickets etc

- Send out any tickets for travel

Follow up invites to those who have not replied, persuade them to come

- Produce preliminary list of those attending.

Produce information for press packs (e.g. general press release, biographies, synopsis)

Give final instructions to venue – confirm numbers and all previous details. What time you will arrive. Get taxi number(s).

Send final information and list of delegates to speakers, client and account team.

Brief team in writing on what will be happening, their responsibilities, who will be there.

Produce badges/name cards in alphabetical order.

Produce reception laminates A-F; G-L; M-R; S-Z for easy managing of badge hand outs

Collate folders of hand outs (allow 10% extra).

DAY BEFORE EVENT

Final ring round, especially news/picture desks and confirm speakers OK.

- Arrange back up if speaker is unwell.

Update last minute changes to list of those attending; contact venue if different

- Finalise delegate list.

Collate information/literature

- Pack boxes ready for event.

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Don't forget the 'event box' which should include:

- **Paper** – flipcharts, A4 pads
- **Writing stuff** – pens, pencils, flipchart marker pens
- **Stationery** – rubber, ruler, stapler, staples, paper clips, elastic bands
- **Sticky stuff** – blue tack, drawing pins, post-its, spray mount, Velcro
- **Signage** – useful ready-made laminate arrows, tent cards for table, banners
- **Coats** – cloakroom tickets
- **Takeaway** – carrier bags, folders
- **Fix it** – screwdriver
- **Electrics** – extension lead, microphone?, batteries
- **Contacts list** – useful numbers including technical support, speakers contacts
- **Signing in** book or sheets
- **Back up** telephone numbers for staff in case required

DAY OF THE EVENT

Leave contact numbers with the office – who is where and when

- Contact numbers sheet

Team and equipment should arrive at least an hour before time

- Ensure team have good directions and map including postcode (for satnav) to venue.

Make sure everyone knows where everything is, what they have to do and when

Delegate as much as possible to free up time for introductions, inevitable site issues

Check room, layout of chairs and number of chairs

Check lighting and systems

Check equipment is working (especially DVD, PowerPoint) and run through presentations

Is there enough direction to the room

Where are the toilets and cloakroom – are they open and clean?

Check catering arrangements – is food clearly labelled for halal, vegetarian?

Is there water, glasses for speakers

Check through correspondence to make sure everything is ordered

Make yourself known to venue staff on duty

If refreshments are being served at registration time – check it has been set up, there is enough

Make sure speakers / dignitaries have coffee taken to them

Have all speakers arrived that need to be there? Have they all been briefed on use of microphones or other equipment that they are using?

DELEGATES

Make sure everyone signs in – tick off as they arrive (badges should be in alphabetical surname order). Helpful if whoever types badges is on desk and someone who knows delegates well.

Check that next coffee break and lunch are all in hand. Keep an eye on meeting in case it should break early or late and let catering staff know what will happen.

Make sure meal is OK and everyone has started before you sit down.

Make sure feedback from sessions such as workshops is recorded for the event.

Feedback / evaluation form gathered from tables

AFTER EVENT

Thank you letter to all speakers

Write to client

- Include summary of event feedback for client

Thank your team

Thank hotel/conference venue (if appropriate).

- Feedback any issues with venue for their continuous improvement

Post presentation, Q&A online

- Send link to delegates with materials available online if appropriate

Promote event in range of communication channels including photo(s)

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