



Event Planning and Management

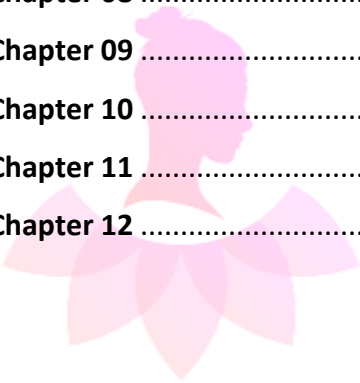
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Event Planning & Management

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Chapter 01

Introduction

An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context. An event can be a social / lifecycle event like a birthday party, engagement, wedding, funeral etc. or an education and career event like an education fair, job fair, workshop, seminar, debate, contest, competition etc.

Event Management is the process

of analysing, planning, marketing, producing and evaluating an event. It is a different way of promoting a product, service or idea. If an event is managed efficiently and effectively, it can be used as a very powerful promotional tool to launch or market a product or service.

Event Management requires certain core values to be deployed to every element, process and decision to justify a professional approach and achieve effective and efficient results.

Event management is a multi-million dollar industry that is growing at the rate of 150% per annum with events being hosted almost daily. Organising a perfectly synchronised, well planned, well-conducted and memorable event, requires the supervision and services of well trained and experienced event professionals. Therefore event management companies are always on the lookout for event professionals. The success of an event manager depends upon:

- How well the event was organised
- Up to which extent the objectives of the event and marketing were met.

Definition of Event Management

Event management denotes the production of an event. A number of people with different skills and roles are involved in its execution. There is considerable interaction among people and their responsibilities. It encompasses all activities involved in planning, organising, staffing, leading, executing and evaluating.

For instance, while celebrating a Student Festival in a college, all operations such as venue selection (in the college premises or in an auditorium), stage design, arranging the infrastructural facilities (like sound system, tent, furniture etc.), and networking with other activities such as advertising (to all invitees and sponsors), public relations, ticket sales etc. fall under the purview of event management.

Event managers need to ensure that all the critical clients and audience fit during execution. The manager's job is to physically reproduce this fitness in the event.

Event management, in one sense, is the application of project management for the creation and development of small or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

This process of planning and coordinating an event is usually referred to as **event planning** and which can include:

- Budgeting
- Scheduling
- Site selection
- Acquiring necessary permits
- Coordinating transportation and parking
- Arranging for speakers or entertainers
- Arranging decor
- Event security
- Catering
- Coordinating with third-party vendors
- Emergency plans.

Each event is different in its nature, so the process of planning and execution of each event differs on the type of event.

The 5 C's of Event Management

Event management is one of the most thrilling careers available. It is an exciting career choice, but it can also be daunting. You need to make sure you know what you're doing if you wish to succeed at event management. For this, you'll have to know the 5 C's of Event Management.

If you have the creativity and willingness to pursue event management, then you will find it much easier. But, there's still a lot more to learn to pull off a successful event.

These additional tips are known as the 5 C's, and they are as follows:

Concept

The first step for planning a successful event is the event concept. Think about what the event will be held for. Think about the greatest concerts ever held. Even if your event is not a concert, this gives you an idea of how you want your event to make attendees feel.

Once you have figured out the 'why', you want to figure out who the event is targeted to. You want to find your target audience who will enjoy and benefit the most from your event. This will help you determine the 'what' of the event. This means that you will be able to determine what the event should consist of – speakers, performances, activities, catering, etc.

Finally, you have to determine when the event will take place and what the best venue is for it.

Coordination

This will include coming up with a theme or general idea for the event. Once you find a theme, you will have a better idea of the venue, decorations (if appropriate), and any additional needs for the event.

You need to make sure you reserve the date(s) and venue much in advance. Make sure you have flexibility with the date(s) and venue if you aren't able to find the perfect time and location at first. Once these are confirmed, you can start advertising the event to your potential attendees. You may wish to ask your team members to coordinate transportation, catering, and marketing.

You will also want to sit down with an accountant/bookkeeper to decide the event budget. Make sure to check with the accountant/bookkeeper that no one is exceeding their budget.

Control

This is one of the most overlooked and often neglected stages of event management. You want to make sure everything is on track. Show up to the venue and see if there is ample space for all of the confirmed attendees. You also need to see if there is ample space for the catering company to lay out the food.

You also want to be on top of everything and plan for possible changes. For example, if a speaker were to cancel, do you have an alternate speaker? If the caterers have an issue, have you prepared a list of other options? Have you considered what to do if the budget is running low?

Make sure to always consider what the worst-case scenario will be so that you can always be on top of your event.

Culmination

This is when the event takes place. On this day, you and your team need to be on top of everything.

You want to develop an itinerary for everyone involved with the event. You want to make sure that the team has access to the venue before the event begins – so that you can set up and possibly ‘rehearse’ the event before it begins.

As the event is progressing, you have to make sure the itinerary is continuously being followed. If one speaker is speaking, you have to make sure the second speaker is ready for their speech.

You want to make sure that the caterers are preparing the food and that it will be ready at the allotted time. In short, you need to always be alert at all times during the event.

Closeout

Once the event successfully ends, there is still work to be done. You want to make sure that all payments and termination of contracts with the vendors, caterers, speakers, etc., are completed.

You also want to give feedback to your team. If they did a great job, let them know. If there were any issues, make sure they are addressed right away so that they can do a better job for your next event. Make sure you also ask them for feedback on how you fared as an event manager.

Finally, make sure you reach out to the speakers/performers, vendors, and caterers. Ask them if they enjoyed the event and what could be done better. You should also reach out to your attendees and ask them for feedback on the event.

Benefits of a Successful and Safe Event

There are multiple benefits of a successful and safe event which are given below:

Generating awareness

Hosting events helps a brand gain exposure. The more events host, the more the brand is exposed to the right customers. As an event manager, you will also get more exposure in the process.

Building brand equity

There is great value in building brand equity. Events build brand equity through brand experience. Events are the most effective brand experience. Attending an event drives 65% of people to recommend a brand and 59% to enter the sales funnel afterwards. Event management teams can also establish themselves as a brand with each successful event.

Interacting with your potential customers

All marketers know multi-touch campaigns build stronger relationships with the audience. Holding an event to facilitate genuine interactions with your loyal customer base as well as your prospects. 43% of event attendees believe the value of face-to-face interactions will continue to increase over the next two years. The attendees then can turn into potential customers for the marketing team as well.

Building trust

This is an often-overlooked benefit, but hosting events, especially for newly-formed organisations or companies is very important. Not only does the brand exist, but also it has the means to throw events as well. It doesn't matter how big or small the event is. All that matters is that folks are able to connect with the brand and the event management team acts as the intermediary.

Establish thought leadership

Holding a seminar or hosting a meet up for industry thought leaders, establish business or organisation as a driver of new ideas and collaboration. This provides value to the community and helps to establish the business as a valued resource.

Chapter 02

What is an Event Planner?

Being an event planner is very enjoyable but the job involves more than venue selection and decor decisions. It's an event planner's job to ensure everything related to an event is taken care of, from idea conception to organising the program and covering the logistics. An event planner is charged with creating experiences and bringing visions to life, which means multitasking at high level. An event planner is a person whose profession is the planning of social events, as parties and fundraisers.

Meeting with clients, scouting locations, soliciting bids, managing vendor relationships and client communications, establishing and negotiating contracts, and managing budgets are all part of the drill, as are setting and managing clients' and vendors' expectations. It's only for those who love to take the challenge.

Job Description

An event planner structures an event coordinates all of the moving parts and makes sure everyone has a good time. Also called convention and meeting planners, they do everything involved in making sure these events go smoothly, including choosing locations, hiring caterers, entertainment, and other vendors. They may also arrange lodging and transportation for attendees.

An event planner's job is:

- Charged with creating experiences and bringing visions to life, an event planner is adept at juggling many tasks. Scouting locations, soliciting bids, managing vendor relationships and client communications, creating and negotiating contracts, and managing budgets are all typical functions in the event planner role.
- To ensure the client or company can focus on the conference meeting, seminar, or other events at hand, while the details are being covered.
- To do planning, design and production within time limits.
- To conduct market research, gather information and negotiate contracts before closing any deals.

- To organise facilities and manage all event's details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material etc.
- To supervise staff at events, assign duties, and provide general direction, and also to conduct post-event data and strategic analysis to inform future events.

Required Skills for an Event Planner

To become a successful event manager, there are a few skills you'll need to master. Here are some of the skills which any successful event managers will possess:

People Skills

The number one quality shared by successful event managers is people skills. You need to be comfortable connecting with high-level executives, government officials, vendors, co-workers, sponsor reps, customers, supervisors, suppliers, staff, and event attendees.

To successfully work with this wide range of people, you'll need to be able to nimbly resolve conflicts, be a confident but pleasant negotiator, and maintain your sense of humour.

Remember to try and have fun with the work you do, and the people you work with, and they'll want to work with you again. You can't do it all by yourself, so building relationships is key.

Flexibility

Event managers must double up as janitors one minute and fearless leaders the next. Cleaning up messes and making tough calls — quickly, quietly, and efficiently — is part of the job. Stay calm, get it done, and then get back to running the show.

Listening

The ability to understand what key stakeholders want from your event is critical. These folks may not be in the event industry, so might not speak the lingo or know what's realistic. You have to be able to discern their needs and make sure all parties share the same expectations. Pay attention to what's said — and what's not — in key conversations. Tapping into these spoken (and unspoken) needs throughout your planning process will help you stay one step ahead.

Organised

To successfully run any event, you need to be able to juggle about 50 things at once. This multi-tasking prowess is required for both smooth planning and flawless execution of an event. The best planners have foolproof systems, step-by-step checklists, and handy tech tools.

Working in events requires the ability to focus on the big picture while keeping track of all the little details. To avoid burnout, get comfortable delegating some of your more time-consuming tasks. And if things don't go according to plan, don't be afraid to switch to plan "B."

Passion

Genuine passion helps you overcome bumps in the road and stay cool when all seems lost. It also leads to bursts of creativity and the inspiration to create something great instead of just trying to get through the day.

You can't teach passion, and you'll need it in order to succeed. Being an event manager can, at times, be a thankless job; it needs to be about more than just a regular salary for you.

Communication

Clear, firm, and kind communication establishes you as a leader of the team, keeps everyone on track, and ensures that the goals of the event are clear to everyone involved. It also allows you to effectively share your vision and get others excited about it, too.

Communicate in a way that is respectful to everyone and doesn't put anyone down. Accept criticism and be open to new ideas. Everyone plays a part in the success of an event, so make sure you're communicating with them in a clear, confident, and empowering way.

Calm under Pressure

Your team will look to you for answers to almost everything. In moments of stress, the last thing they need is a shaky leader who makes poor decisions because they're cracking under pressure. Successful event managers stay level-headed and continue to treat everyone with respect, no matter what. Try to remain cool, calm, and collected when dealing with other people, even if you're nervous.

Problem-Solving

Whether it's tracking down some emergency duct tape or reworking a keynote presentation at the last minute, you have to be resourceful with what you have. No matter how well you plan,

something will go wrong. And it will be a lot easier to address if you enjoy finding creative solutions to the challenges that arise.

Decisive

Event managers need to be able to make several decisions at once and make them quickly. And, perhaps more importantly, they need to be able to recognise when it's too late to change those decisions — and have the resolve to stand by them.

Experience

It will be a lot easier for people to trust you if you have a significant amount of experience. And your job will be easier for you once you've seen the range of challenges an event can throw at you. Plus, the experienced manager has a network of trusted professionals to call on when things get tough. If you don't have a ton of experience yet, just give it time.

Roles and Responsibilities of an Event Planner

This job requires candidates to be able to perform duties that can include but are not limited to, the following:

- Manage all aspects of an event from pre-planning, determining resource needs, pre-event marketing, and on-site coordination, to post-event follow up
- Meet with event stakeholders to gain an understanding of the event's purpose and goals
- Outline the scope of the event, including time, date, location, and budget
- Scout and inspect event venues
- Work with vendors to get bids and determine best fits for the budget and goals of the event
- Negotiate and manage vendor contracts
- Coordinate event logistics and services, including technology and equipment needed to run the event, food, drinks, transportation, lodging, and more

Crisis Management

When planning an event, it is important to have plans for crisis management. The more pre-planning and set up you have, the easier it will be when something unexpected comes along.

The objective of crisis management for event marketing is to make it the best way for meeting planners to protect people, identity, image and reputations. Crisis management should be a

systematic, integrated and ongoing work to prepare the event for sudden and unexpected situations.

Crisis management is about those unexpected moments that can ruin a meeting or event. If there is a crisis management plan in place, then in cases of emergencies, you can calmly organise what is needed, get everyone to safety, and then carry on with the event.

Types of Crisis

Common types of crises can include:

- Epidemics, pandemics
- Fire in the venue
- Electricity going off
- Gear malfunction
- Flooding
- People having trouble finding the place
- Fights
- Medical emergency

And possible root causes might be:

- Macro-environment
- Bad installations
- Low-quality facilities
- Non-qualified vendors
- Natural disasters
- Crime
- Accidents

Planning Career as an Event Planner

A successful event career requires a wealth of skills, from a knack for detailed planning to high-level multi-tasking during event execution. Not everyone has the capacity to sniff out the details or problem-solve during the chaos.

You can check out the following choices for event planning careers:

Event Planner

From conferences to high-end galas, event planners do it all. That's why the role is a perfect fit for people with strong multi-tasking ability. Before the big day, planners choose and arrange all the logistics for food, decor, personnel, presenters, and technology to pull off a flawless event.

They might even handle large-scale events like trade shows or coordinate complex conference schedules for thousands of people.

Wedding Planner

Weddings are a huge industry. When couples want to make sure their big day goes off without a hitch, they turn to wedding planners. These industry professionals know the ins and outs of every wedding topic from dresses and cakes to sound systems and marriage certificates.

During the planning phase, they help their clients make decisions that fit their expectations and budgets. Once the wedding day arrives, they help take the pressure off the couple. They run interference on issues and decisions so newlyweds can just enjoy their special day.

Event Space or Venue Managers

Event space or venue managers are experts in their own spaces. They know exactly how to execute a great event in their room. Whether it's an arena, a concert hall, or a ballroom, they know how the layout, logistics, and ambience will work for a variety of different events.

Venue managers often are also the sales and marketing managers for space, helping to bring in new events and promote upcoming shows. They can sometimes function as event planners or help the event planner in charge execute the perfect event.

Donor or Sponsorship Coordinator

Many non-profits organisations rely on generous donors to keep their operations going. Donor coordinators help solicit these funds by throwing lunches, dinners, and other fundraising events. This is a fun way to encourage donations and thank past donors.

These professionals are often in charge of catering to the needs of important and well-off business people and community leaders. These guests are used to perfection.

That's why a donor or sponsorship coordinator needs exceptional people skills, tenacity, and the ability to create meaningful relationships with sponsors.

Catering Services Manager

Whether you need to feed hundreds of people or design the perfect five-course meal for an intimate dinner, your job is important. You're essential to keeping guests and clients happy.

Most catering managers need a background in food preparation, along with formal or innate skills in planning and problem-solving.

Event Social Media Coordinator

Social Media has influenced every industry, but perhaps the events industry as much as any. Social Media Coordinators work to promote events on social media to gain attendees and exposure for the event and the venue. They may create unique hashtags, do live feeds, design digital ad campaigns, and more.

Social media coordinators are integral to making the event a success. They're also just as important during event execution to showcase the event in real-time. And as far as event planning careers go, it'll give you more of a chance to interact with technology.

Staff or Volunteer Coordinator

A lot of events rely on temporary or volunteer help to succeed. A staff coordinator is in charge of all the logistics related to the personnel on-site for the event.

It's a tough job to train large sets of workers quickly and encourage productivity; especially when your staff doesn't have as much of a stake in the event going well.

Sometimes, volunteers or temporary staff lacks knowledge of the event's inner workings. They're unable to take the initiative when problems arise. This means the volunteer coordinator needs to be able to think quickly and problem-solve unexpected issues as well.

But if you like to work with lots of new and different people, it could be a great role for you.

Marketing or Communications Manager

If you work for a mid-size company as a marketing or communications manager, you might be in charge of occasional promotional events and other experiential marketing. At the very least, your team will likely tag you with the event marketing.

It can be the best of both worlds to mostly work in marketing but have the occasional event. This spices up the workload and sees your promotions in action.

There are more event planning careers out there, but these are just a few of the places where you might find yourself. No matter what your role ends up being, the events world is fast-paced, exciting, and always full of surprises.



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Chapter 03

Social Event

The term "social event" can be applied to a great many occasions, but for the sake of convenience, concerts and trade show events will be explored in this module.

Concerts

The act of listening to a singer or band at home is a completely different experience from hearing them perform live. It can be an emotional and exhilarating event that may never be forgotten and will likely result in a renewed appreciation of the music. It can also form a bond between individuals of all ages and social groups.

In order to arrange a memorable concert, these guidelines should be taken into consideration:

- Establish an achievable budget. This should cover venue booking, artist hiring, and any other appropriate expenses.
- Performing artists should be affordable and have a devoted fan base that will be automatically attracted to the show.
 - If the concert features more than one artist, ensure that they follow a theme in music or have a shared audience.
- When the artist or artists have been confirmed, check the intended venue's details, and ensure that it is booked and ready for the concert. This may range from a stadium to a stage, depending on the demand and popularity of the act.
- Start to publicise the concert as soon as the date and details are decided. Use social media and email marketing to raise awareness and excitement around the event.
- A concert will be considered to be a disaster if the sound quality is not up to the fan's expectations. Ensure that the location possesses a good quality sound system, or hire one yourself if it's absent or inadequate.
- Outdoor venues will need an enhanced performance area to highlight the act and add visual flair to the proceedings, including light shows or special effects.
- Dressing rooms and catering will need to be set up backstage.
- Check with local authorities to acquire noise or entertainment permits.
- When the full expense has been calculated, add a margin for profit, mark up the ticket prices and start selling.

- Once all the details have been arranged, the marketing can start in earnest. Post updates and linked events on social media and set up a Facebook entry for the concert. As well as promoting the event, this can give you an idea of the level of interest.
- Other promotional methods can be used, including branded merchandise or "freebies", discounted tickets, competitions to go backstage, etc.
- Record images and feedback from every concert you organise. This can be used for future promotional work and feed into a personal portfolio for reference during your planning career.

Trade Show

Trade shows are public events that attract consumers and professionals to a specialised theme or industry. It basically provides a platform for the demonstration (and purchase) of the latest products and innovations that have just become available for that marketplace.

They are typically held in arenas or large open spaces, with convention centres being the most popular locations. Each one will normally be sited for a set number of days.

In the UK, this can be anything from The London Boat Show in Earls Court or Olympia, huge Electronics Expos, and various Film and Comic Conventions that are regularly held in all parts of the country.

Family Events

A "family" event is considered a "private" function and one where invitations are usually needed to attend. The most common types of these events are covered in the following slides.

Weddings

A massive commercial industry sprung up around wedding ceremonies in the latter half of the 20th century. In recent years, "celebrity" weddings and social media have pushed it to a higher level, where films and TV shows follow wedding planners' routines. This "pop culture" effect has led to expectations becoming sky-high for brides and grooms when it comes to the "big day" and those that organise it.

Most professional wedding planners will offer one of four types of service:

- **Full-service** (organises design, invitations, supplies, caterers, etc. from the start)
- **Day-of** (organises the event for the day only)
- **Month-of** (organises the timeline to the event from a month before)
- **Destination** (organises the event in a suggested location, which can be worldwide)

Each one will need varying budgets to perform the role.

A couple will often hand over the responsibility of planning a wedding because the stress and effort of the event can infringe on the enjoyment of the event itself. Understanding what the role of a planner entails will help potential planners understand what is needed by them.

Anniversaries

Couples can celebrate a wedding anniversary for any year, but milestone events (Crystal is 15 years and Silver is 25) will always hold a special significance. So, they can range from romantic meals to informal parties to large family events, depending on the occasion.

Therefore, planning an anniversary event can be the simple arrangement of booking a hotel suite for a weekend or organising a celebration for a large family tree in an auspicious venue.

Couples will often look to the organisers for suggestions and inspiration for these events, so creativity and flexibility is a must when performing this task.

Business Events

The whole concept of a business event can be pretty wide-reaching and encompass everything from high-society functions to informal celebrations of a company's success during the past financial year.

It is crucial that the planner of a business event fully understands the reasons for it taking place and the implications around it. A business event could also be performed to welcome a new manager or client to a company, and there may be sensitive elements to the proceedings.

For that reason, these events are best organised by getting face-to-face with your corporate clients and by providing exactly what is asked for, and at the price quoted.

Business Meetings

In some cases, the venue and material may need to be arranged for a formal meeting between two or more corporate clients. Although video conferencing has dramatically reduced the need for this, some business people still prefer to meet personally and discuss matters in a quiet area with tailored catering. It is unlikely to be an "emergency meeting" as these are normally arranged internally.

But it could be a meeting that runs somewhere along these lines:

- Business performance presentation
- Award or recognition ceremony
- "Brainstorming" or problem-solving session
- Team-bonding event
- Strategy planning
- Employee introduction
- Communication brief

Seminars

In basic terms, a "seminar" is an educational "workshop" or business gathering where employees of a company will meet to learn new procedures or gain internal qualifications. They are often held in facilities owned by academic or industry-related organisations, who may also run the seminar itself.

Seminars are often pre-bookable and can run on schedules and "terms" similar to public schools. When organising these for a business, you will likely have to engage with a professional organisation, which will chair the event and drive the learning or discussions that evolve from it.

VIP Events

A VIP (Very Important Person) event will distinguish itself from other functions because it concentrates primarily on connecting customers and stakeholders with key members of an organisation. These are often instrumental in bolstering a business's reputation and its success in the marketplace.

Like most "high society" events, only those in a select group will be given invitations, and they will also expect service of the highest standards and attention to detail.

Organising VIP events is an excellent way to promote your abilities and make valuable connections for yourself. You just need to be able to provide a good experience on the night.

Educational Events

While most people do not connect higher education with events and celebrations, they provide ample opportunities for planning and discovering new skills and techniques in a niche market.

Perhaps one of the most familiar educational events is the university convocation. It marks the point where a "graduand" officially becomes a graduate, and they throw their academic hats into the air.

It also involves family and friends in elaborate ceremonies and celebrations and much pomp and circumstance. Events such as these need plenty of organisation and not a little creativity. It could provide planners with lucrative prospects.

Social Media Events

Social media has revolutionised the way in which events can be arranged. However, it can also be instrumental in the perceived "success" or "failure" of it, as participants will instantaneously share their personal experience of the proceedings with one swipe of their smartphone.

So, an event planner must consider several issues while planning a social media-driven event:

Give Yourself Time

Allow yourself more than enough time to organise things. Don't rush to send out invites before venues and details have been confirmed. There will always be some kind of unexpected setback or problem, so keep time clear to be able to deal with them in a calm and controlled manner.

- **Speakers and celebrities:** Professional speakers are in great demand for events, with some needing 12-months' notice before committing to something. Unless you have a personal connection, the same will be true of most celebrities. Have someone booked and confirmed months before you launch the event so that you do not have to rely on vague promises or shady agreements.
- **Contact the press:** One of the best ways to quickly raise awareness of the event is to send details to the press. A professional press release with a "named" speaker or celebrity will soon pique the interest of local journalists and bloggers and have them circulate the details to their readers.

Focus on Your Goal

Try to adhere to the "theme" of the event and get speakers and materials to endorse that. Friends or colleagues may offer some well-intentioned suggestions and merchandise, which is fine, but ensure that the proceedings all point to one objective. Guests should leave the occasion with a clear understanding of what the final "message" or sentiment was from all your hard work.

Make Useful Lists

This may seem obvious, but a task list that has been set in order of priority should be made as soon as possible. Need a popular speaker or hard-to-obtain merchandise? Put these at the top of the list and work downwards in terms of other necessities.

Get Help from Others

Regardless of the type of event you're planning, asking for volunteers, and seeking offered help is never a "bad" thing. If the community, charity, or local organisation will benefit from the occasion, see if they can spare some resources. Universities or schools may be also pleased to recruit some willing parties internally. As well as helping you, it will also show that you are willing and able to contribute to the community as a whole and will provide natural public relations and word-of-mouth.

Even assistance with "minor" contributions, such as flyer delivery or litter collection, will provide opportunities for volunteers and positive feedback.

Know What Your Audience Expects

As you organise your event, always bear in mind the needs and expectations of your core audience. If it is likely to contain younger guests, keep things appropriate. If physically challenged or disabled guests are expected, make sure facilities are arranged. If you "know" your audience, make sure that the occasion caters to their every whim and provides an entertaining time.

Scheduling the Date and Time

Use your awareness of your audience to be smart with the scheduling as well. Never clash with local or "big" events that are also likely to interest your guests. If this is unavoidable, make sure you have unique attractions or speakers. Also, try to avoid peak holiday dates, especially if your target audience is family or child-focused.

Chapter 04

Before the Meeting

Before any planning meeting, the reason for the gathering must be made clear, and preparations must be made. A meeting must never be held “just for the sake of it”, and everyone should leave knowing what has been achieved or what tasks must be performed.

Therefore, some important processes will need to be completed before the meeting actually takes place:

Creating an agenda

The most crucial component of a meeting is likely to be the agenda. This will ensure that everyone involved will know where it is (or the process for logging or dialling in), who is expected to attend, the time it is scheduled, the objective, and any other relevant details. An effective agenda will ensure that the meeting “flows” and works toward a collective goal. It should be created and sent to all prospective attendees at least 24 hours before the meeting is due to take place. It should include:

- Time, date, and location (or sign-in) for the meeting
- Details of the event being planned and discussed
- Full list of the attendees
- Items for discussion (Problems, tasks, and updates linked to the event)
- Actions needed (Every task that needs to be performed and requires ownership)
- Actions ongoing and completed (Updates and completed confirmations from the owners of previously stated tasks)

Relevant People Only

Ensure that the meeting invites are sent only to those who are directly contributing to the event. An effective meeting agenda should help with this and easily highlight each attendee’s reasons to be there. They will usually be an action-owner or major stakeholder, with no “casual observers” involved.

Sending Reminders

If the agenda has been sent sometime before the meeting, contact your attendees by sending a reminder via email or shared calendars to ensure that they are aware and prepared for it. Appreciate other people's responsibilities and workloads; it is normal to forget a scheduled meeting unintentionally. A reminder can save embarrassment for everyone involved.

During the Meeting

Advanced planning and consideration will stop most problems that can occur during a planning meeting. However, some issues may still unexpectedly arise when it goes ahead. You can attempt to avoid any distractions or conflict during the meeting by adopting these methods:

- **Work from the agenda** – It is perhaps inevitable that someone will bring a grievance or new problem to the meeting, which has not been documented previously. This can cause focus to drift from the agenda, so you must attempt to steer it back to that again, perhaps with a promise to add it to agendas for future meetings.
- **Take the minutes** – All the updates and decisions made at a planning meeting will need to be documented for records. This will ensure that the completion of tasks is verified and new ones are given ownership and deadlines. It will also help form the basis for the agenda of the next meeting. A minute-taker can be assigned so that the chair can concentrate on the agenda.
- **Ensure ownership** - In case of a task-owner disregarding their responsibility or misunderstanding their actions, send a supplementary mail to them following the meeting providing further details. This will ensure that they know what is expected of them before the next gathering.
- **Concentrate on outstanding actions and issues** – Within an agenda, the first item for discussion should be the unfinished items or actions from the previous meeting. Start the agenda with a summary of those, and this will ensure that every meeting will open with ongoing actions or incomplete business.
- **Actions must be clear** – Always ensure that action-owners understand what is expected of them and that there is no chance of mistakes or wasted work time. It's by everyone if a meeting finishes early, but not if the attendees are unsure of what has just happened.

After the Meeting

As the organiser of any business meeting knows, the work isn't finished when the attendees leave the meeting. You will still need to perform some "follow-ups":

- **Send out the minutes** - Whether you are the minute-taker or not, they will still need to promptly be sent out to all attendees to ensure a clear understanding of the decisions and tasks agreed. Also include details for the next meeting within the communication.
- **Set appropriate reminders** – As stated in a previous slide, some people (especially task-owners) will potentially need some “encouragement” to appreciate the importance and details of an action, so an emailed reminder should resolve this.

Incorporate Volunteers

Volunteers are a great source of help during the run-up to an event, but it does entail an extra layer of organisation that has to be performed.

If inexperienced volunteers are involved, a planning meeting will be needed with them, and ideally, it will be separated from the “regular” ones. Additionally, remember these guidelines:

- **Prepare for it** – Like all planning meetings, you will need to create an agenda and research the material needed for the attendees.
- **Keep them briefed** – Volunteers will need to know as much about the event as everybody else involved. Ensure that meetings give them all the information they need to help and contribute to things.
- **Don't take them for granted** – Never assume that volunteers will be available 24/7 and able to drop everything at a moment's notice. Ultimately, they are providing help at their own time and expense, and this should be respected. Keep meetings short and try to make follow-up meetings less regular so that less committed time is needed from them.
- **Appoint a “leader”** – If you are unable to run the volunteer meetings yourself, delegate a chair capable of doing so. Choose someone that knows the agenda and is aware of all the issues that exist that are exclusive to volunteer work. The meetings could be run more informally.

Planning Effective Business Meetings

Everything in planning or business meetings concerning an upcoming event must be organised to a fine degree. As well as providing an appropriate agenda and sticking to its contents, you must also consider these other factors:

- Always make the meeting's objectives clear and concise on the agenda.
- Review the requirements for the meeting. (Could the objectives be achieved without holding it at all?)

- Choose an appropriate location or meeting method.
- If it's a physical meeting area, ensure that guests know how to get there and the facility's services.
- Only invite people that are needed for the meeting to reach its objectives.
- Give cancellation and contact details in the invite.

Controlling Costs

Ensure your boss, stakeholder, or client is agreeable to a budget before the meetings and the event itself. That way, you can prevent or plan for:

- "Surprise" bills being forwarded to the stakeholders
- Unexpected expenses, as long as the budget has a contingency built-in (usually 10%)
- Apparent charges for unquoted services
- People that are unauthorised to use the event's account details
- Updates to a vendor's account before the final charge
- Bills that have questionable origins
- "Hidden" taxes or charges that have not been taken into consideration

Finding Good Speakers

During any event, the detail that most guests will remember will be the programme itself. The placement and involvement of the guest speaker or VIP is crucial to the success of any event. An entertaining speaker can turn the dullest of celebrations into a roaring success.

When choosing a VIP or speaker, always follow these guidelines:

- Understand the goals of the event and what the audience is expecting
- Check the speaker's references and look at demos or online videos
- Ensure that a celebrity is comfortable and able to deliver a great speech
- Give background information to the speaker so that they can personalise their words

Negotiation

During event planning, a useful skill to master is that of negotiation. This can be used to procure cheaper arrangements for resources and services during the planning stages and lead to attractively priced quotes.

To negotiate successfully, follow these rules:

- Never start negotiating without a plan. Research the expenses and know what your limits are.

- Record all details discussed and any agreements that are made or offered.
- Always engage with more than one vendor to increase your bargaining ability.,
- Always read “terms and conditions” in contracts and question “vague” statements.
- Take a shared responsibility. It takes two people to form a handshake.
- Ask plenty of questions, but always be prepared to listen.



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Chapter 05

Event Goals and Objectives

The terms “goals” and “objectives” are often used interchangeably. However, they each have distinct meanings:

- Goals are usually specific and measurable.
- Objectives are the strategies and steps that you use to reach your goals.

The very first step in planning your event is to establish a tangible goal and objectives. First, start by asking yourself: Why are you organising this event, and what do you hope to achieve? If you know your organisation’s key goals before planning, you can ensure that every part of your event is optimised for success.

Setting a goal with quantifiable metrics of success will make it easier for your team to ensure that you reach them. Having a very clear set of aims and objectives for your event in terms of what it is to achieve is critical for a host of reasons. It is essential that the aims and objectives of your event are defined and agreed at the outset, although they may also be developed and refined as the project progresses.

Aims relate to the overall intent, strategic direction and purpose of your event, i.e. the primary motivations. Objectives are essentially aims, broken down into specific targets, to facilitate event delivery and evaluation.

Events can deliver beneficial impacts and outcomes both for the organisers and the host community, in addition to other stakeholders such as participants, spectators, sponsors and the media. These different groups should be borne in mind when developing and planning events to maximise positive benefits.

When setting goals, work with SMART goals, which are:

- Specific
- Measurable
- Attainable
- Realistic
- Time-based

For instance, saying you want to “host the best marketing conference ever” is not very specific or measurable. A goal to “plan a week-long country music festival by the end of the month” is time-based and specific, but it’s probably not attainable or realistic.

It’s great to reach for the stars when setting your goals but think realistically of what you can actually achieve. Write down lots of ideas for the goal first. Then, narrow the list and combine the ideas to come up with one solid goal.

Organising a Team

Organising a team is always important as you can’t always organise an event single-handedly. In order to do that, you need to find the right people for your job.

Any event takes a concerted team effort to handle all the details. Consider identifying one key Event Manager or Event Chair as well as individual Chairpersons for subcommittees, such as:

- venue management;
- speakers;
- entertainment;
- publicity;
- sponsors;
- And volunteer management.

Assigning individual roles to team members creates a system of accountability, as well as preventing tasks from falling to the wayside. Plus, it’ll allow you to delegate, but try to account for committee meetings in your event plan timing.

Planning Budget

Establishing your event’s budget is one of the most important parts of planning an event. Many great ideas fall by the wayside because the team who originally comes up with it forgets to take their budget into consideration before beginning to plan.

Some of the critical expenses you need to include in your budget are:

- **Venue:** This cost should encompass the rental as well as any insurance you need to purchase.
- **Food and Drink:** This field is pretty self-explanatory. However, remember that the amount you can afford here might also dictate the number of tickets you’re able to sell.

- **Entertainment:** This field can be customised however you need it to be — whether it's allocated for speakers, a DJ, or even a talking pig, make sure you have wiggle room for travel and accommodation costs as well as any compensation.
- **Decor:** Will you be going with a DIY mason-jar theme, or one that's a little fancier? Establishing the costs upfront will help you determine which one you can afford.
- **Staff:** This category might often be forgotten, but it's key to account for the transportation and lodging costs of your staff, especially if you're headed out of town. Even budgeting staff time can help you decide whether that extra meeting is worth it.
- **Marketing:** Whether you decide to promote your event through Facebook or go old-school by putting flyers up all over town,
- **Software:** If you're not already paying for any kind of event management software, consider incorporating it into your event planning.
- **A/V:** From projectors to Wi-Fi to speakers, this category encompasses a wide variety of costs.
- **Miscellaneous:** Even the best-planned event will have some additional costs come up. Accounting for them in your budget will ensure you're not caught unawares.

Even if some of these items aren't fixed costs yet – for example, if you haven't yet picked a venue – it's important to keep the maximum that you can afford to spend in mind before making those decisions.

Setting a Date

The date might already be pre-set for a recurring event, but if this is a new event, be sure to consider the following before firming up your date:

- Give yourself enough time. Ideally, you should have 4-6 months to plan, if not more (depending on the nature of your event)
- Be aware of statutory and religious holidays
- Avoid school holiday time periods (winter, spring and summer holidays)
- Check dates with key participants – speakers, presenters, VIP guests, etc.

Once you've set the date (and have already outlined your budget), you can start booking any external staff (such as caterers) which you need right away.

Creating an Event Master Plan

Once you have a good idea of all the costs and the timeline associated with your event, try to start the real plan. Creating your event master plan will allow you to ensure every aspect

remains on track, as well as making it easier to coordinate with volunteers and event committee members.

Your event master plan should encompass all aspects of the event, including:

- Venue, logistics, & catering management (contracts, permits, insurance, etc.)
- Speakers and presenters (identifying, confirming, logistics & management)
- Activities and entertainment
- Publicity and promotion (online & offline, such as web page & online promotion; events calendars; printed programs; media relations; signage; social media, etc.)
- Registration (online sign-up, payment and tracking; on-site sign-in, etc.)
- Sponsor and partner management
- Volunteer management and responsibilities

While planning your event, consider also creating a detailed timeline, so that everything moves smoothly. Include when any permits or insurance policies need to be submitted when registration ends, and a detailed timeline of the day-of.

Although it might be tempting to feel fine about planning that you have in your head; not be concerned about writing it all down, but this kind of mentality will make it much more difficult for you to assign accountability. It'll also make it more difficult to remember what you did for the next event – so do your future self a favour and keep everything written down.

Finally, if you or your organisation has run previous events of a similar type, reviewing any documentation that exists at this stage can help you ensure you're not missing anything.

Booking a Venue

Once you have the date nailed down, it's key to book your venue as soon as possible. Your event has to have a date and location nailed down before you can begin advertising, so this task needs to be completed as early in the planning period as possible.

Some flexibility around the date might also help you out at this stage and open up a wider variety of venues.

Some things to consider when picking a venue for your event are:

- **Accessibility:** Does the venue have accessible entrances and elevators? Are there all-gender washrooms? Will you have space for interpreters? This and many other factors go into choosing a space that all participants will feel comfortable in.

- **Size:** An event for 50 people will need a very different space than one for 500. Additionally, consider whether or not you'll need separate rooms for breakout sessions or the like.
- **Parking:** Is there a parking lot, or is it easy to access via public transit?
- **Insurance:** Will you need to purchase separate insurance? What are their liability rules?
- **AV:** If your event needs speakers and microphones, make sure it's easy to set them up in the space that's available. The same goes for Wi-Fi access (and cellphone connections), or any other technological needs your event has.
- **Costs:** How much of a deposit is the venue asking for? Will there be additional costs? How much will you get back if you (heaven forbid) need to cancel? Try asking these questions to yourself and take appropriate decisions after that.

Branding Your Event

If you want your event to stand out, you need to choose a timely and compelling theme that sets you apart from your competition. This means that you need to come up with a dynamic overall theme, and you need to take great care with the actual name since it can be a key attention-getter, especially in online media.

- **Brainstorm names:** When you are brainstorming the event name, think about:
 - How is your event different from other events in your sector?
 - What are you hoping to convey through this event?
 - What are the main components of your event?
- **Create a tagline:** Once you've come up with a name, also try to craft a tagline – a short, memorable branding slogan that describes the event.
- **Design a logo:** The final step will be having a logo created to represent your event. A logo can be an effective branding tool – offering immediate recognition of your event in all your publicity and promo items (such as t-shirts, water bottles, bags, and more).

Once you have your name, tagline, and logo, use it in all your marketing collateral so that people who are unfamiliar with your organisation will start recognising your brand – and try to be confident about your marketing and try to establish a good connection with everyone related to your event.

Identifying and Establishing Partnerships and Sponsors

When you involve other people or groups in your event, they have a stake in helping spread the word and making the event a success, the more, the merrier.

You might want to consider:

- Seeking corporate sponsors to fund a portion of the event. This can range from national organisations that might want to sponsor a dinner, offer a door prize or a key silent auction item, to local businesses that might be able to provide goods or services, such as flowers for the tables, gift bag items, etc.
- Partnering with community organisations who might be able to offer a venue or assistance with organising or staffing an event.

If you're looking for businesses to sponsor your event, keep in mind that they'll be more likely to do so if they can see the clear benefit to them.

Creating a Publicity Plan

Even with the most amazing speaker or entertainment line-up, you need publicity to get people in the door. Event promotion starts with the initial notice or page on your website, note in your newsletter or email to save the date and then builds to include online and offline publicity, media relations and on-going outreach to encourage registration.

Some components you might want to include in your plan are:

- Web page announcement
- Social media
- Email blasts
- Press and media connections
- Printed materials

Finally, no promotional plan is complete without the post-event thanking, sponsor acknowledgements and articles about the event's key messages or fundraising success.

Determining Day-Of Processes

Once you've prepared everything going on around the event, keeping track of the order of the event itself and planning out your program is the next step.

To ensure you're prepared for anything, prepare an agenda that will walk you through the whole day from setup to cleanup. Including every detail, no matter how small, will help you feel like you have it all under control.

Identifying just who needs to do what can also ensure that there's clear accountability leading up to the event. And as a bonus, you can also use a simplified version of this in any branding materials as your public-facing agenda.

Getting a Review

Assess your event to see what went well, and what you can do better next time. How will you determine if your event is a success? Do you measure success by the number of registrants or attendees, or is it dependent on you breaking even or raising a target amount in donations? Try asking these questions to yourself.

When you set your initial event goals and objectives, you should also consider how you will evaluate the event to determine your success. If you're using a membership management software package, you can easily track registration numbers and fees.

But if your event involves tracking, then you'll need to put some processes in place to identify goods offered in kind and funds raised at the event.



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Chapter 06

Invitation Basics

The type of invitation will be dependent on the occasion it represents. Business meetings only need email invites with an attached schedule. But a significant celebration will often use printed cards with exotic images and professional calligraphy.

Printed invites are not necessarily extravagant or expensive, but when the material, creative resources, and amount increases, so does the trade price. Social media is now considered a viable way of managing invites that are budget-restricted, although care must be taken to limit the audience.

Invitations should be posted three to four weeks before the event, with reminders or announcements being sent at least six to eight weeks before.

Before invitations are sent, it can sometimes take a little time and some research to confirm the final guest list, so this should be planned for. Circumstances will often dictate that around 25% of the invitees will be unable to attend, fall sick, or have personal reasons for making it. Plan for this, as invitations can often be a sensitive subject.

What should you say in an Invite? -

Try not to confuse the guest with unnecessary information or frivolous details. It should plainly state:

- **What** (is the event?)
- **Where** (is it?)
- **When** (does it take place?)
- **Why** (is it happening?)

Directions and a parking map are acceptable additions.

When sending invites, ensure that the text and font are clearly visible for elderly or vision-impaired recipients. Request feedback from guests as regards any physical requirements or dietary preferences. Attending speakers or VIPs can also be included, along with an appropriate timetable of the proceedings.

Sending emails -

For less formal events, an email invite is perfectly acceptable and should include:

- The title of the event and a brief description of its purpose
- The date/time/place
- Attending speakers or VIPs, and their reason for participation
- Any appropriate images
- A link to an appropriate website
- A link to a "Reply" page or an interactive "Accept" button

VIP Invites

A notable Speaker or VIP can generate a great deal of interest and a lot of prospective sales in a corporate event. Their name may even provide free publicity or trend on social media because of their involvement.

If possible, use existing connections to engage directly with a VIP and send a personal invitation, which has more chance of being accepted. VIP participation can be quite rare for some events, so engagement needs to be respectful and formal, with every courtesy extended to them during the full organisation of the event.

Ideally, VIP protocols and "rules" should be documented and circulated to all those involved in the event.

The "rules" that relate to the VIP's treatment should be explained in-depth to avoid misunderstandings. They could just cover the seating order, but with visiting dignitaries, it could extend to the people that are allowed to greet them and the necessity of security guards in the event area.

There may also be dietary or cultural requirements that need to be observed, and gifts must be vetted for appropriateness on some occasions.

The involvement of a significant VIP can often lead to weeks of extra planning and investigation into the behaviours and tone of the event. Practically every aspect of the engagement must be clarified.

Welcome VIP Guests

When a VIP arrives at your event, they must be welcomed in the correct manner. This welcoming process needs to be arranged appropriately. If a notable CEO of a company has arrived, then the highest-ranked executive from your event must formally greet them and act as a liaison throughout the meeting or dinner. It would also be appropriate for a high-ranking member of the organising company to do the same with a celebrity or professional speaker.

If the VIP has arrived from overseas or has just completed a substantial journey, then you should also look to arrange their flights, accommodation, and transport before and after the event.

Develop a Seating Plan

The seating at an event can be incredibly important when VIPs are involved. If all guests are seated around a single table, the VIP must be placed on the right-hand side of the chair-person of the meeting or event. If there are other significant attendees, they must be placed on the left side of the chairperson.

If seating rows are arranged, the VIP (and their entourage) must be sat in the centre and within the first three rows.

These protocols will also extend to the order of speeches and audience engagement. Most formal events will start with the host greeting the audience and introducing the VIP and other guests.

Create Lasting Memories

Although amateur "snaps" on social media will often occur naturally at an event, the creation of professional images will provide attractive memories and excellent material for your portfolio. To make this happen, hire a professional photographer, and organise a schedule for selected guests to pose with the VIPs and other attendees. The event should allow for group photos to be staged and for high-ranking guests to have their moment in the spotlight.

When organising group photos, be aware of composition, height, and seniority in the arrangements. It may also be appropriate to arrange individual shots of the VIP.

Themes and Dress Codes

Many events will benefit from having a "theme" to mark its significance. This can be anything from an elaborate "fancy dress" ball to more simple themes like eye masks or bow-ties. It's important not to exclude some guests with the theme, some of whom may not be able to source or afford elaborate outfits.

Ideally, a theme should allow guests to show creativity and underline a message. Always include references to this in any promotional material and the invitations.

Dress codes are also important. Business meetings will often require shirts and ties or smart attire. In contrast, an evening celebration will see guests ridiculed for wearing a suit or business clothing.

Dress codes are usually summarised with some well-known terms, such as the ones presented here:

- **"Black Tie"** = This refers to notably formal attire, with women wearing long dresses and men wearing tuxedos or dark suits with ties or bow-ties.
- **"White Tie"** = This is also formal but could mean that black/white shirts are preferred on men with ball gowns for women.
- **"Ultra-Formal"** = Tuxedos and cummerbunds are expected for men: cocktail dresses and gowns for women.
- **"Casual"** = Any form of attire (including jeans and t-shirts) are appropriate, but clean, smart clothes are still expected.
- **"Fancy Dress"** = Use your imagination or hire a costume.
- **"Black Tie Optional"** = The wearing of a tuxedo or ballgown is not obligatory, but it generally means that formal dresses and suits would still be appropriate.
- **"Creative Black Tie"** = This allows a guest to show some individualism with formal wear. A tartan bow-tie is acceptable, with trendy short dresses being also permitted.
- **"Semi-Formal"** = This can be difficult to "read" as it is open to individual perceptions. Tuxedos and full evening attire are usually not necessary. Suits and evening dresses are normally appropriate for evening celebrations, with business attire adequate for daytime meetings.
- **"Dressy Casual"** = Jeans and shorts will be frowned upon, but polo shirts, shirts, trousers, blouses, and skirts will be allowed.
- **"Cocktail Attire"** = A dark suit for the gentlemen, with elegant dresses for the ladies.
- **"Business Casual"** = A step-up from "Dressy Casual", smart suits and trousers, along with presentable dresses and comfortable footwear.
- **"Informal"** = Generally the same meaning as "Casual", but the inclusion of the word "formal" suggests that slightly "showier" attire should be worn to show respect for the event.

Website for your Event

Although it is not always appropriate, a home website for an event is a great way to provide a central hub where updates and information can be stored.

For an event's website to be relevant to visitors, it should always contain:

- The event title
- A Description of the event and any "themes"
- The date, time, place, schedule of the event
- Details about guest speakers, VIPs, and any entertainment
- Appropriate images and photos
- For regular events, including details of past attendees and achievements
- Contact details for more information
- Directions and parking information
- The cost and details for booking tickets or applying for attendance

Promoting your Event

All events need publicity and marketing to either sell tickets or promote awareness. So, a marketing plan should be formulated as soon as possible. This should provide strategies for increasing the recognition of a brand or title, ways to trend on social media, reach a core audience, and provide positive word-of-mouth. This will likely utilise email marketing and social media promotions.

An email list of potential guests and attendees can be created, which will be markedly easier if the event is a repeat or regular occurrence. Use your imagination and create an email heading that will catch the eye in an inbox and underline the event's uniqueness.

Other techniques to create awareness would be to:

- Set up a central website
- Contact local press or journalists
- Send out press releases and organise advertisements
- Connect with communities that may have an interest
- Create hashtags and use social media to get the event trending online
- Send details and invites to social influencers, who can pass on details to their followers

Chapter 07

Definition of Event Marketing

The word event has been used already for centuries, and it was originally used to describe big happenings. Nowadays, events can be related to meetings, sports, shows, performances and social gatherings.

Event marketing is the promotion of a product, brand, or service through in-person interactions. There are many forms of event marketing, and each can be catered to address marketer's specific goals.

Event marketing can be hosting an event to build stronger relationships with prospects and customers. It could also be attending an event as an exhibitor to educate potential customers on your company's product offering. Event marketing can even include digital events such as webinars or live-streamed workshops.

Each of the above examples leverages the power of live experiences to achieve business goals.

Importance of Event Marketing

Although the modern marketing landscape is becoming more and more focused on digital, event marketing is still seen as a top trend within it. Events give marketers a key opportunity to build relationships and trust with a prospective customer by offering that personal touch that digital can often lack. For consumers, it's an opportunity to directly engage with companies and get a feel for their individual brand personality.

Some benefits are given in the following:

- Improvement of sales
- Growing leads and your database
- Events increase your brand awareness to the people
- Events build your brand affinity
- Establishing and growing relationships
- Establish thought leadership and credibility through events

Partnership Event Marketing

Two heads are better than one. An increasingly popular form of partnership marketing is partnered with live events. 22% of all partner marketing campaigns are comprised of live events.

When planned thoroughly and executed properly, partnered events can have a significantly larger impact than if an event were organised by one company, alone. The opportunity to share knowledge, increase brand awareness, and strengthen relationships within the industry are all part of executing a successful partnered event. But before diving into such a demanding endeavour, it's important to take the necessary steps that will ensure a successful event which are given below:

Articulate Your Need

Assess why you need a partner in the first place. How will a partnered marketing event help you achieve your goals as a company? The more specific you are with questions, the simpler it will be to find the right partner and have a successful event.

Clearly Specify the Roles for Each Partner

Try to specify the roles of each partner. Who will be responsible for the social media campaign? What type of marketing collateral will be needed? It's crucial that each task and role is described in detail.

Address Any and All Conflicts of Interest

The potential upside of a successful partnership is always high, but if it is executed carelessly, a partnership can easily take a turn for the worst. It is absolutely necessary to address any conflicts of interest during the very stages of the event planning process.

Account-Based Event Marketing

Account-based marketing (ABM) centres around the idea of targeting a specific list of key accounts, whose needs perfectly fit your product offering and thus add the most value to the company.

ABM campaigns typically focus on outbound marketing efforts (direct intervention with leads to move them through the last stages of the buyer's journey), but they may include inbound efforts (blog posts, social media, webinars), as well. When executed properly, ABM is mutually

beneficial for both the supplier and the customer since the strategy is specifically designed to directly address the client's needs.

Account-based event marketing empowers businesses to be more efficient in sales acceleration and ultimately in closing deals. Meanwhile, the advent of various ABM tools has made it easier than ever for marketers to leverage ABM strategies.

How to Win at Event Marketing

The starting point for any event (or organisation, or project) should always be WHY? Why is this event important? The answer to this question outlines the key objective that will determine the success, or otherwise, of the event. This is the criteria against which the event will be measured back to. This is the defining factor which will help communicate and determine the marketing strategy.

The exact question to ask is: Why should people attend your event? It isn't about you. It is about the value to the participant and other stakeholders. Listen closely and think carefully about the benefits of attending your event from the attendee perspective. Consider how to appeal to different overt and covert motivations people have for attending an event.

The Event Elevator Pitch

An event elevator pitch is a succinct summary to explain your event to someone without any previous knowledge of it. It is an opportunity to capture someone's interest and understanding. Think about the best way to communicate the vision and benefits of your event in a couple of sentences, or in 60 seconds.

Social media offers a fantastic opportunity to test and measure the success of your messages to see what resonates the best. By using this growth hacking approach on your social media channels, you have a low-cost opportunity for experimenting and nothing to lose. Refining your event elevator pitch is an essential and worthwhile exercise.

Once defined, it should be communicated to all your major stakeholders to ensure everyone is sending out a coherent message. Any opportunity to succinctly share details of the event and act as an ambassador should never be missed.

Try to be original, such as:

- "Last chance to book."
- "Early bird rates extended."
- "Unmissable sponsorship opportunity."

- “Only five exhibitor spaces remaining.”
- “The event highlight of the year is here.”

In the event industry, we are guilty of using the same messages and call to actions over and over again. We zone out after hearing the same thing time and time again, so banish these outdated messages and try to slice through the noise and clutter.

Keep messaging clear and simple, and always focused on your value proposition. Don't use jargon. Speak the language of your attendees and stakeholders.

Understand Your Stakeholders

The better you understand your audience and investors, the better your events will be and the easier it becomes to tailor your message accordingly. One way to improve your communications is for your organisation to develop five personas, which represent your core attendees and stakeholders.

Personas are fictional characters depicting your key and most typical customers and partners. By creating each persona, you bring to life their personal details, background and struggles, helping to picture who you are talking to and refine messaging. Personas can help you to select the most relevant trends and tools to be implemented. For example, you may develop personas for:

- Someone starting out in the industry in their first entry-level job and trying to decide whether it would be worthwhile registering for the event
- The Marketing Manager of an organisation considering exhibiting at the event for the first time
- The Founder of a fast-growing start-up deciding whether to attend the event
- The ageing CEO of a company potentially looking to sponsor the event
- An influencer interested in coming along to the event for the third year in a row

For each character, you should think about their motivations in terms of attending the event, their fears, goals and pain points and what your event can give that will offer them true value.

Personalise

Think about a specific elevator pitch which will appeal directly to each persona you have developed. Set a consistent message on how to sell your event to this specific stakeholder and start to segment your audience accordingly to enable you to increasingly personalise your communications.

Look critically at every social media post, piece of content or email you plan to send from the point of view of the recipient. Consider what outcome you want to achieve and think about why the recipient should even care and what reaction or action you can realistically expect. If it has a weak message, it is unlikely to break through the noise and clutter to resonate with them.

The Attendee Journey

Throughout your attendee journey, you have numerous touchpoints with your participants and stakeholders before, during or after the event. By understanding these touchpoints, you can gain a better understanding of marketing opportunities, as well as the opportunity to increase satisfaction along the way.

Think about all the ways a stakeholder may come in contact with your brand. To help formulate this better, think about different scenarios and the steps they take. Record online and offline steps from the marketing and pre-registration stage, right through to the post-event survey and follow-ups.

You should record both major and minor touchpoints; every step and decision that may have influence over the attendee or event partner.

The Tipping Point

Think about how people decide whether or not to attend your event and try to understand their behaviour and process. These are just some elements which can be useful:

- Reviews
- Recommendations
- Web search
- Researching alternative options
- Price
- Comparing against other events
- Earning a certificate or professional accreditation

It could be several factors combined which tip the balance over to the decision to attend but understanding these triggers, helps to perfect your marketing strategy.

You still want to reach a tipping point for buy-in from your attendees.

Considering every touchpoint along the journey will help to identify gaps, strengths and weaknesses to enable improvements to be made to your marketing offering and

communication strategy. It may enable you to reach the tipping point to convert the potential attendee into a confirmed participant.

Process Mapping

Once you have mapped out the attendee or stakeholder journey, you can identify key elements and crossroads in the process. Process mapping will help crystallise how to influence specific outcomes and start to develop the strategy behind what you want to achieve.

This exercise will also identify where potential tools can be used and their primary purpose. You want different channels to be used effectively and in different ways, rather than broadcasting the same

message with a broad-brush approach across all platforms. Each channel identity and purpose can then be refined.

Effective Frequency

Effective frequency is the number of times a message needs to be heard before someone takes action. This could be buying a ticket or enquiring about the possibility of exhibiting at the event.

If you can determine and plan numerous touchpoints for stakeholders to encounter your event marketing, you vastly increase your chance of a successful sale or engagement. The result is not guaranteed, but it is always wise to plan to surpass the minimum number of touchpoints required to trigger action on behalf of the stakeholder.

By conveying a strong message, you can build trust and familiarity with the potential participant, sponsor or exhibitor. Ensure that potential attendees and partners can find you and that you can give reminders to those who haven't yet taken action and booked their place to attend the event.

Putting It All Together

For event planners, the primary marketing goal is often persuading someone to register the touchpoints throughout the event process can strengthen synergy, engagement, excitement and loyalty to your brand.

Improving the overall experience and interaction makes it more likely for a participant, exhibitor or sponsor to recommend and repeat to attend your event, helping to build a customer for life.

Understand Your Event Stakeholders

By using an integrated dashboard and tools, we can access joined-up data and link it to a wider picture to illustrate the attendee journey. We can identify the possible touchpoints and opportunities to reach them and other stakeholders across multiple channels.

By defining realistic personas, we can develop and refine our messaging, which can then be tested intelligently through growth hacking techniques.

Marketing Communication

Marketing communication (MarCom) is a complex part of marketing efforts. Advertising, direct marketing, branding, packaging, online presence, printed materials, PR activities, sales presentations, sponsorships, trade are all included in the marketing communication and are all deployed to communicate with the market.

Communication strategies are highly dependent on the size and scale of an event. The problem in small scale special event is the lack of expertise concerning the development of marketing communication.

Key points in marketing strategy are objective, target audience, key benefit, support and tone and manner where the objective stands for the purpose, the target audience for the audience profile, the key benefit of why the target audience should know by the profile, support stands for the reason to believe in key benefit and tone and manner states for the statement of product's personality.

Image and Branding

Event image is formed by external and internal factors. This means that factors, meaning direct experience or indirect information with an event type, experiences during the event, number or type of other participants, event characteristics and individual factors can influence an event image. Event image and branding can be rather difficult as some of the factors influencing the image and brand are external and individual factors. When the influencing factors are individual, the event organiser cannot influence in the image when it depends on the individual experience.

In event image creation, there is always a risk if the participant experiences the event in a negative way. This means that different individuals may have different perception about the same event which may effect of the empirical assumption of the image of an event.

Personal Selling

The theory of selling, AIDAS, is a beneficial tool in selling where the theory gets the name for the first letters of five words related to selling: **A**-attention, **I**-interest, **D**-desire, **A**-action, **S**-satisfaction

The Attention towards the product or service is the first step of increasing the brand awareness. When creating a brand for a specific service, it can also be marketed through branding.

Interest stands for the gaining interest among buyers. The marketing managers help to define what makes the service interesting.

The Desire answers to the question of what makes the service or product desirable for buyers. The branding also helps to define the desire.

Actions stand for the specific actions and activities that need to be done. The planning through marketing strategy and marketing plan will clarify the actions for the management.

The last part, Satisfaction, is measuring the customer satisfaction.

Sales Promoting

The sales promoting stands for “any initiative undertaken by an organisation to promote an increase in sales, usage or trial of a product or service.” It is a level of marketing aimed at the distribution channel or a consumer. The aim of sales promotion is to introduce new products or services and to lift sales and is more associated with marketing products than services.

The two basic types of sales promotion are trade and consumer sales promotion. Typically used schemes in consumer sales promotion are, for example, discounts, joint promotions, commissions and incentives. In trade sales promotion due to the originality and uniqueness in the schemes, the listing of all possible techniques is impossible.

Chapter 08

Determining Food and Beverage Needs

The food and beverages that are presented at an event can profoundly affect the guest's perception of it and the subsequent word of mouth.

When researching the Catering options of an event, be sure to consider the following guidelines:

- Gather broad details about the attendees and any dietary requirements that exist
- Research the type of eating arrangements appropriate for the time and venue:
 - Long sit-down events will need around 2 hours for eating and a set menu.
 - Informal parties may need a variety of buffet food and only an hour for eating.
- What sort of food is going to be expected at an event?
- What type of catering is appropriate for the event?
 - Business meetings may just need sandwiches.
 - Weddings will need an extensive buffet or plated meals, etc.
- Find the right kind of Caterer for the menu needed and the accompanying services.
- Choose a menu that complements the event if possible:
 - Local farm produce or wines can be used.
 - Imported treats may be appropriate.
- Explore the need for set menus or a variety of food choices (children's, vegetarian, etc.)
- Will the guests be eating in the open-air or indoors? This may affect food choices.
- Explore the need to accommodate various allergies.

- Never be tempted to "skimp" on presentation.
- The menu details should be confirmed as soon as possible during the planning stages, as this will contribute significantly to the overall cost and finance of the event.
 - In addition to the cost, most Caterers will need around three to four weeks to prepare the food before it is packed and delivered to the venue.
 - They will also need to know the exact number of people they will be expected to cater to. It is always best to have a contingency value in mind, as the possibility of more or fewer attendees will always exist despite your best efforts.

Choosing a Caterer

The choice of a professional Caterer at an event is as important as the menu itself. When looking for an appropriate Caterer, you should:

- Seek references and feedback from other clients in order to check their suitability for your event. Every good Caterer should be able to provide evidence of positive experiences and previous successes.
- Availability may be a defining factor when making a final decision; there is no point setting your heart on a Caterer only to find out they are fully booked for the foreseeable future. Make up a contingency list of possibilities.
- Have a prepared list of questions and “interview” the Caterer before committing to their services.
- Ensure you have the contact details of the Catering business owner and not just a general employee, as escalation may be needed if problems are encountered.
- Observe the behaviour of the Caterer during negotiations. Their professional demeanour can often point to their attitudes towards business practices. Firm handshakes and a positive nature can indicate a good choice.
- Make sure that the Caterer is experienced in the type of event that you are planning.
- Try a taste test and learn their capabilities with vegetarian or similar dietary requests.
- Always be certain about the range of services a Caterer can supply.
 - Do they cook onsite?
 - Do they provide servers?
- Check the presentation and the quality of the food that the Caterer will deliver. Does it fit the “theme” and style of your event?
- If the Caterer has prepared a quote for you, examine the details carefully. Does it include all your requirements and also relevant tax costs? Look for any “hidden costs” that may appear later.
- Compare the abilities and costs of several Caterers before making a decision.
- Always ensure that a professional Caterer is licensed to handle and prepare fresh food and have a UK hygiene rating. These should be declared on official quotes.
- Never choose a Caterer that you feel uncomfortable dealing with or fails to meet all your requirements.
- Always review the service contract and any formal agreements with a Caterer before you sign them.
- Maintain regular communication with the Caterer and check on progress as the week of the event approaches.

Techniques for Successful Catering

To make your special event stand out from the crowd, you can be creative with the catering element of the proceedings and ensure that the guests will find the experience memorable.

Hopefully, before the catering has been seriously considered, the date, venue, and number of attendees will be known to you. With those elements established, you can start to put some consideration into the food, drink, and services that the guests can look forward to.

Working through the factors in the forthcoming slides will help prepare you for the decisions you need to make:

The Guest List

A fully-catered event can be as big as a conference hall or as small as a room of a few businesspeople. By knowing the type of event that needs catering, you will have realised a significant part of the food preparation process.

You can start to discuss and plan the event with your Caterer by considering these questions:

- Is the event due to be an informal or formal affair?
- How far are some of the guests travelling to attend?
- What is the background of the guests?
- What are the common links between all of the guests?
- Is the event a regular occasion, or has it been scheduled for a special reason?

Cuisine Choices

After considering the type of event and the guests attending, you'll have a vague idea of the appropriate cuisine that can be offered.

This can then be further refined into more probing questions that can lead to more innovative or selective menu choices.

For instance, consider these possibilities:

- A group with environmental connections will appreciate food and drink that has been ethically sourced.
- A group of well-travelled businesspeople will be more open to trying exotic food.
- A group of ethnically diverse individuals will be inclined to eat culturally significant dishes.
- A larger group is likely to have individuals with allergies or specific dietary requirements.

Offer Several Alternatives

When you have started to customise an event's menu to the guest's preferences, the next step will be to arrange some variety to the menu. This should include choices in several of the proposed courses, such as appetisers and entrees.

When preparing courses in a menu, try to follow guidelines such as these:

- When choosing food for entrées, try to offer meat and a vegetarian option.
- When providing sauces or gravy, allow guests to apply it themselves.
- With salads, offer healthy and "decadent" dressings as an option.
- With desserts, also offer a choice between rich calorie-heavy treats or healthier palate cleansers.

Special Dietary Needs

Previous slides have consistently referred to dietary requirements that have to be considered at an event; it is a serious issue that needs extensive research by event planners and caterers.

In order to avoid potential health issues and possible cultural offence, all catering managers need to be alerted to:

- Any guest's dietary preferences (vegan, pescatarian, etc.)
- The presence of serious food allergies (lactose intolerance, nut allergies, etc.)
- Anyone with a food intolerance (people with Celiac Disease must avoid gluten)
- Groups with religious restrictions (Halal, Kosher, etc.)

Plan a Service Style

Timing and event schedules will also determine your menu choices to some extent. It's not wise to organise a three-course plated meal for a one-hour conference. Limited time scheduled for eating may mean a quick breakfast buffet or a packed lunch on some occasions.

Buffet meals are often a popular choice for occasions with limited time. These allow the guest to choose their favourite food in suitable quantities and usually only takes an hour to complete. Cocktail catering provides a similar quick consumption of edibles and beverages whilst allowing social interactions. Business lunches will usually consist of simple fare that can be safely stored all day and still be fresh.

Seating Arrangement

With all the choices made so far, one of the last things to consider is the seating plan and the event “layout”. This should provide an appropriate and comfortable environment for all guests to enjoy their food and the company that they’re in. However, it should also be fit-for-purpose and in line with the event’s objective.

“Working lunches” will need room for presentation equipment and notepads, as well as cutlery, plates, and food storage. A “Cocktail Reception” will need small tables to hold the cuisine and plenty of room for guests to move around and fraternise.

Room maps, with a “traffic system” for guests, may help with planning.

Catering for Corporate Events

There are some guidelines and recommendations that professional event planners will make use of during a catered corporate event:

- Always have the best estimate for the attendee headcount that you can offer and discuss the best options for that number with the Caterer.
- Always review your available budget and measure it against the non-negotiable elements of the event before finalising all of the details.
- Is there a theme or celebratory element to the event? Good quality food and drinks will always be received with gratitude by employees, whereas cheap wine and sandwiches may make less of an impact.
- A corporate event may consist of many speakers and a packed schedule, so determine with the Caterer as to whether a buffet, pre-packed meal, or a plated service is the best option given the timings.
- The menu can be creative and complement the theme. Millionaire’s Cheesecake could be a witty choice for a celebration related to finance.
- Both guests and clients will be impressed by the attention to details, leading to further opportunities as an event planner.

Chapter 09

What is Event Decor?

The objective of event decoration is to enhance the venue and environment that will host the event and make it more of a unique experience for the attendees. Tailored décor can add a great deal of atmosphere to any occasion and impress the guests' emotions.

If a prestigious event is due to take in a venue that already has glamorous or extravagant décor, then they may be little to do. Alternatively, a bland room or conference area can still be "upgraded" to reflect the occasion's theme or message with a conscious effort.

Realistically most venues will sit somewhere between these examples and need some added décor.

Importance of Events

The reference to "decoration" or décor does not mean a coat of paint should be applied to a meeting room wall or some paper chains being hung up.

It is the intentional coordination of colours, objects, and lighting to connect with a central theme that is specific to the event. Birthday parties should have bright, joyful colours and extravagant accessories. Wedding anniversaries should have muted soft colours and a theme of romance.

An effective event planner will look at all appropriate options. Larger events will open up possibilities with:

- Coloured lighting
- Floral arrangements
- Linen coverings
- Banners
- Special effects
- Party gifts

Flower Decoration

Many formal celebrations and events will make ready use of floral decoration, with weddings and anniversaries being the most obvious examples. Beautiful bouquets and posies are

synonymous with brides and weddings, to the extent that throwing one to the guests is a traditional act.

For this reason, bright flowers provide a good contrast with austere and plain environments and can also sustain fragrances that will bring harmony to a room.

Event planners will utilise floral arrangements to typically bring a sense of calmness and serenity to an event, which means they are sometimes more appropriate for emotional events than corporate ones.

Table design

Simple but attractive table décor can help the overall theme of an event be underlined subtly. This may simply consist of clean and crisp linen coverings designed to fit in with an overall central colour scheme. Centrepieces (floral or otherwise) can be added to create a touch of glamour to the proceedings.

Lighting

Many events utilise lighting effects to create an atmosphere in a venue. Dimmed lights can enhance a sombre or romantic occasion. Whilst bright lights and sparkles can bring a hall alive with vitality. Spotlights can be used to bring attention to a speaker or create drama during entertainment or dancing.

Which Types of Events Need Decor?

Some events will need little-to-no decorations at all. Exercise sessions and business meetings are unlikely to benefit from floral arrangements or quirky banners. The venue just needs to be functional.

However, birthdays, anniversaries, weddings, and other celebrations will obviously be expected to have plenty of decorations evident during the occasion. They can even be considered to be an important part of the experience. This is also true for events based on seasonal celebrations, such as Halloween, Christmas, and other dates.

In each case, it is worth writing a short list about what guests may be expecting at the event and discussing them with your decorators and venue owners.

Indoor Event Decoration Ideas

Semi-regular or seasonal events can become less effective if the decorations are simply re-used every time. So, try to make the most of your imagination and creativity at all times and add new twists or updates wherever you can to inspire your guests.

Some suggestions include:

Food Display

Food can provide an artistic atmosphere as well as delicious sustenance. If food is arranged in displays that will create interest and catch guests' eye, it serves to stimulate the appetite and pleases the visual senses. This can be most easily represented by a chocolate fountain and assorted fruits, which is functional and attractive to look at as a centerpiece.

Fabrics

Sweeping sheets of linen and cascades of silk can provide the maximum visual impact without the need to perform too many enhancements. Bold or subtle colours can add a real layer of sophistication and depth to the event. Any kind of draped fabric can enliven a food station or stage area.

Ceiling

The ceiling of a venue can provide substantial space to create dazzling effects. Banners, streamers, and chains can all be strung from corners to lights. It can provide the décor when floor space is limited.

Depending on the venue, moving lights, glitter balls, and projections can also be arranged to dazzle the guest's eyes.

Seating Arrangements

Formal events are likely to have the budget to spend on silver cutlery and fine crystal glasses, but if that is not the case, take time to make the available accessories look great. Napkins in the shape of swans will always draw a breath.

There may be etiquette that needs to be observed at some events, but if not, arrange the seating in unusual formations. Stagger rows and mix circles to encourage social interaction. Even the seating style can be upgraded or replaced to include; stools, sofas, deckchairs, beanbags, etc.

Decorative Backdrops

Elaborate or themed backdrops can provide a real atmosphere to a stage or the area behind a speaker or VIP. There are a variety of options that can be used to animate this space. Digital or moving projections can scroll messages or brands behind a performer. Simpler effects can involve LED lights or screens, smoke machines, or other effects. Try to keep within a theme, though.

Stage Design

A simple stage, with only seats and a microphone, is unlikely to grab an audience's attention. You can use subtle additions like couches, stools, or potted plants to add variety and add more pieces of décor to underline the theme of the event.

Goodie Bags

Many guests secretly anticipate the receipt of a "goodie bag" when they go to an event. Attractive carriers with nicely packaged gifts will always create a pleasant "buzz" and a positive atmosphere. It also provides an opportunity to increase brand awareness and provide some extra promotional value for the event.

Expert Lighting

Lighting may need to be functionally bright at some events to allow notes to be taken, products to be easily viewed, or demonstrations to be seen. However, if this is not needed, some imagination can be used to provide some clever 3D displays or "dancing" lights that will energise the guests. More subtle displays will be appropriate for romantic or sombre occasions.

Outdoor Event Decoration Ideas

An event does not "have" to be arranged indoors, within the confines of a conference room or stage. Expert event planners will experiment with outdoor venues or spaces, sometimes accommodating large marquees or tents to protect guests from the inclement UK weather.

Some techniques that can be used outdoors are:

Transitional Furniture

Arrange plenty of seating areas and furniture for guests to interact, rest, or merely watch the proceedings. Use bar tables and pedestals for food and drink to be rested and mix styles of

seating around the event. Place appropriate and functional furniture on decking, patios, lawns, and in shelters.

Classic Colour Palettes and Patterns

The great outdoors will have natural colours but underline your event with a dominant colour scheme that will make it stand out from the surroundings. Blue is a popular bold colour for many event planners in outdoor environments. It is a classic choice that pleases most people's tastes and can work with other colours, such as green.

Different shades of blue can create "moody" areas and contrasted with brighter colours; it can provide clear borders and space.

Accessories like multi-coloured pillows and exotic prints can also be used to enhance or revitalise the colour scheme.

Mediterranean Influences

A nice idea to broaden the scope of an outdoor event would be to add Mediterranean touches to the theme. A bar with a French Riviera style could be quite attractive. Tuscan pottery and vases with overflowing flowers would add a touch of decadence. Add "marble" tables, wooden benches, and plenty of vegetation, and you can organise an event fit for a film festival.

Fake hedges can be placed to create subtle borderlines for the event, and the whole area can be tuned to simulate a "hanging garden" that exists somewhere on a sunny European coast. This can be adapted according to tastes and purpose.

Natural Elements

It would be remiss of an event planner not to make use of nature if an event is being organised in the outdoors. Try to emphasise the surroundings and add plenty of potted plants and greenery to the seating areas. Add faux tree stumps to corners and trailing vines to tables for a stunning natural effect. Floral centrepieces can also be used.

Indoor Comforts Outside

There is no real reason that indoor "luxuries" cannot be utilised at an outdoors event. Carpeting and armchairs can be arranged in seating areas for a quirky effect. This can be complemented with wooden tables and lamps to delight your guests.

Minimalist Floral Runners

Just because the event is taking place outdoors, it doesn't mean that flowers can't still be used to enhance the atmosphere. They can emphasise the natural surroundings and simple floral table runners is a great way to subtly underline that theme, along with draped greenery and potted plants.

Rent Statement Furniture

If the venue (or weather) is not appropriate for indoor furniture transition, you may consider hiring outdoor furniture instead. This allows for bolder choices and more serviceable seating whilst remaining cost-effective and functional. It can also help reinforce a particular theme.

Create Ambience with Lighting

Natural and architectural details that are worthy of attention can be illuminated with ambient lighting from your event. This is a clever way to make the most of an outdoor setting and can make the whole occasion feel unique and spellbinding to guests.

Creative and Unique Venues

Event planners can use their imaginations to consider a whole range of locations that would make fantastic venues. Anything from local parks to campsites and even zoos can be used with permission from local authorities. Become inspired by the nature of the event or its theme, and research for a venue that will best suit the occasion.

Hang Garland or Wreaths

For an unusual variation on floral arrangements, seasonal flowers can be taken and used to create wreaths and garlands to a stunning effect. This a technique best used at Spring-timed or Christmas events.

Go Retro

The idea of "retro" décor is extremely fashionable at the moment and can be incorporated into any event, especially one with a "past" or historical theme.

Anniversaries or birthdays can provide an excuse to use lava-lamps or leopard-skin pillows to remind guests of 20th-century fads from the 1970s and 1980s. Again, use the virtue of your imagination to explore the many possibilities.

Chapter 10

What is Waste Management?

Waste management (or waste disposal) includes the activities and actions required to manage waste from its inception to its final disposal. This includes the collection, transport, treatment and disposal of waste, together with monitoring and regulation of the waste management process.

The process of waste management involves treating solid and liquid waste. During the treatment, it also offers a variety of solutions for recycling items that aren't categorised as trash.

The entire idea thus boils down to reusing garbage as a valuable resource and given our current environmental climate; this process is extremely vital for all households and businesses.

Types of Waste

Each type requires separate bins, methods of handling or collection services. Generally, event waste can be classified into the below four types.

General garbage: Waste that cannot be recycled, reused or sold second hand. This includes polystyrene, some soft plastics, cigarette butts, broken crockery, tissues, streamers and balloons, take away coffee cups, and food packaging contaminated with food scraps or oil.

Recyclables: Items that can be converted into new materials and objects via commercial or government recycling services. This includes glass, paper flyers and posters, cardboard, some hard plastics and metal. **Hazardous materials:** Waste with properties that make them dangerous to human health or the environment. This includes medical waste and syringes, tires, and toxic substances such as cleaning or industrial chemicals.

Organics: Waste that is biodegradable or compostable. This includes food scraps, event food and beverage packaging, lawn clippings, leaf litter and coffee grinds.

Importance of Waste Management

People have become more concerned about how to dispose of waste from their homes and businesses. Poor waste management techniques can lead to environmental problems and cause health issues to an individual.

Below are three essential reasons why waste management is important.

Recycling Materials

One significant benefit of waste management is the fact that you can recycle the material and use it in different ways. What this means is that, when the waste is recycled for more uses, the same garbage won't need to be taken from the environment to make the same product again.

The environment benefits from recycling because there is less waste which is thrown in the designated areas. This won't cause harm to the people who live in the surrounding areas near the dumpsite.

Health

When the trash is dumped without any regulations, it can cause health hazards, and it is an eyesore. Garbage which has been stored for some time emits toxic chemicals when it mixes with other waste components. What this means is that if the trash is not taken care of immediately, that toxic material can enter the soil and in the water resources making it pollute the water and food that people consume. This will be harmful to public health and a hazard to the environment.

People usually burn their trash as a way of disposing of it. However, this emits greenhouse gases that contribute to global warming by affecting the ozone layer. Proper waste management means that the toxic chemicals are filtered using liners to make sure that it doesn't enter into the ground.

Make Money

There are various ways to make money from waste management. If you live in an area where there are large amounts of waste, you can start a waste collection business.

Another way to make money is by selling the recyclable products and industrial paper to manufacturers. These products include plastic, paper, metal, rubber, and textiles.

You could also decide to process the organic waste and convert it to compost which can be used as organic fertiliser. Some companies make their organic fertiliser from compost, and as such, you can sell the compost to them if you produce vast amounts of it. If you decide to recycle compost, you can use it on your farm to feed your soil with nutrients.

Tips for Reducing Waste at Events

In any event, waste management is very important. Here are some tips for doing it easily:

- Plan for food menu and event decorations to leave less waste and allow recycling and composting of left-overs. Use live greens and plants for decorations. Consider renting washable/reusable plates, cups, service ware, and linen rather than throwaways.
- Choose entertainment and games that produce little or no waste. Save paper by printing invitations or registration forms on both sides; better yet, e-mail them and also save postage. For reoccurring events, make banners and signs that can be used again. See your event facility manager, waste haulier, or local government officials for advice on pick-up services for recyclables and compostable materials.
- Purchase supplies in bulk-sized containers to reduce packaging waste. Choose products with very little or no packaging. Buy things in packaging that can be recycled. Ask for deliveries like bread in returnable trays. Precut vegetables and meat save time and leave less waste. Ask your recycler and composter for a list of acceptable products to guide you in shopping. For example, when buying single-use products, such as cups, plates, bowls, bags, napkins, towels, and food wrappers, don't choose non-recyclable plastics, styrofoam, and metal or plastic-coated papers. Instead, pick products made from paper or cardboard so they can be composted. Close the recycling loop by making sure the products you buy are made with recycled materials.
- Try to plan ahead to donate left-over unserved food, paper napkins, plates, condiments, and decorations to local food banks and charities. Contact your facility manager, waste haulier, or local government for advice on other materials to collect and the loan or rent of recycling collection containers.
- Avoid cleaning products made with hazardous chemicals.
- Train all your event staff and volunteers on how to reduce waste and collect the recyclables. Celebrate your success by announcing during the event, and on thank you notes later, how much waste was kept out of the landfill.

Avoiding Waste at Events

Consider all aspects of your event and find ways to positively influence the types and volumes of waste generated. For example:

- have water coolers and drinking water taps available for people to refill their own water bottles
- serve food on compostable paper plates and with compostable bamboo cutlery

- make your event a no-smoking zone
- encourage stallholders to have sustainable packaging and avoid items such as plastic straws
- make bulk purchases of event items to prevent excess wholesale packaging
- arrange collection of left-over usable food for charities
- serve beverages in pitchers instead of single-serve containers
- serve condiments in bulk, not individual packets, where possible
- design posters, signs or promotional materials to be reusable by separating dates
- have electronic ticketing and information displays rather than printed
- replace decorative items such as paper or plastic confetti with natural alternatives such as rice or petals
- use reclaimed or recycled materials for event decorations
- set up an event deposit container scheme to increase the return rates of reusable items
- avoid having event giveaways or source ones made from sustainable materials
- if relevant, have RSVPs to enable customised catering and minimise food waste
- include reusable items such as an event-branded cup in the entrance fee to reduce the need for single-use containers

Roles and Responsibilities

As an event planner, the followings you can do:

- Consider if your event would benefit from having bin and waste monitors. These people are responsible for assisting patrons in selecting the right bin when disposing waste at the event. They may also be responsible for picking up rubbish and keeping the site free of litter during the event.
- List the bin monitors and their contact details. What safety measures and personal protective equipment are needed to enable bin and waste monitors to do their work?
- Monitor bin uses during the event and adjusts bin locations if necessary to cover high bin usage areas.
- Seek feedback from bin and waste monitors during the event and be flexible with your Event Waste Management Plan if needed to address any unforeseen issues.

Clean-up Teams

- List the different waste collection services that will remove the different waste types during or after your event. Include their contact details for easy reference.
- Note any limitations or requirements for waste collection included in service provider agreements.

- Waste collection service providers may also be a source of additional bins to hire or loan.
- Consider your bin locations and whether bins need to be moved to enable safe and easy access by waste collection service providers.
- List the clean-up team members and their contact details.

Stallholders and Other Providers

- List the stallholders and other service providers and their contact details.
- If your event has guidelines for permitted materials, products or packaging, has each stallholder or service provider received a copy and been briefed on your event's waste management objectives?
- Consider responsibilities relating to actions as well as materials or equipment, for example, do stallholders need to bring garbage bags, or are they supplied?
- Provide stallholders and other service providers with your event site map or venue plan, including the locations of bins and waste storage locations.
- Provide stallholders and other service providers with contact names and details of event volunteers and staff responsible for waste management.

Packing Up at the End of the Event

- For each waste type, list who is responsible for collection, transport and disposal.
- Note any special requirements for waste collection and transport, including access to bins, bin numbers or timing.
- List all event decorations and materials that can be reused. Identify who will be responsible for collecting and storing these items at the end of the event.
- Ensure there are a suitable number of volunteers or staff available with suitable equipment during the pack-up process to assist with litter collection and tidy up. List their contact details so you can easily coordinate their involvement when needed.
- Consider how and when the waste collected by the clean-up team will be transported and disposed of.

Chapter 11

What is Event Security?

Every event requires a substantial amount of planning and organisation, but security should also be an important part of that. An event planner should never forget about the safety and wellbeing of all attendees and guests at a busy occasion and that there is no potential for harm to befall them.

"Event security" is the term given to services and professionals that you may hire for an event, to monitor all security aspects at a venue and help with safety protocol. They will handle risk assessment, personal protection and threat mitigation. They will also be trained to lead and react in an emergency.

Importance of Event Security

All event planners should incorporate "risk assessments" into their schedules and research the chosen venue for any potential safety hazards or security concerns for the guests. This can then provide a guide for your event security services, including the number of security guards or officers that may be needed and any surveillance arrangements.

Whilst this is important to protect your guests and their possessions, it may be a formal requirement if a VIP is also due to arrive at the event.

Planning Security Strategy

A documented security strategy must be adopted during the planning of an event, depending on the venue and event being organised.

Mapping the Venue

Event planners should check for a venue's "porous" nature, which basically looks for any conceivable way an individual could gain access to the event without using the official entrances. This will highlight windows, backdoors, etc. All of these "rogue" entry points should be recorded, with security personnel being made fully aware of them. A diagram and regular visual checks of these areas should be arranged.

Outdoor events should have boundaries, fencing, and entry points also clearly marked and mapped, with temporary barricades also being highlighted.

Gauge Attendees for Risk

For most events, there will be no opportunity to realistically perform detailed checks on every attendee. Even so, the potential for physical threats should be identified, especially if a VIP or speaker has had controversy occur in their recent past. Unusually large bulk purchases of tickets can point to a planned protest and should be investigated.

If any guest causes suspicions to arise, background checks can be subsequently performed on them. Security personnel should also be alerted to their presence and monitor their activities.

Crowd Management

If your event involves a large gathering or massed crowd, the potential for injury or harm will greatly increase. The service staff and security personnel will need to be trained and comfortable to deal with this sort of event.

In order to keep control and maintain safety, security personnel may need to:

- Move guests away from restricted areas
- Safeguard VIP and backstage areas
- Monitor queues and them orderly
- Restrict the number of attendees allowed into the event itself

Assess the Potential for Large-Scale Attacks

With terrorism and extremism levels still high in the UK, it may be necessary to check the guest's bags and search them for weapons or inappropriate items (such as chemicals or contraband). If this is the case, you should state this intention on invites, tickets, and promotional items.

Alongside baggage checks and scanners, security personnel should also be encouraged to look for suspicious behaviours, such as:

- Guests recording details of the venue layout
- Obvious distractions
- Intense interest in the movements and actions of security staff
- Unusual activity outside the venue

Internal Communication

An event should also have a reliable communication network or system in place at the venue. This may be wireless headsets or "walkie-talkies".

All security personnel should be able to instantly talk to yourself, your team, and the service staff. If a third party group of professionals only communicate internally, ensure you are still alerted about any significant issues. Also, ensure that only trained staff interact with suspicious individuals.

Visual maps and spatial awareness will be crucial for security officers to cover all the areas where disruptions may occur.

Emergency Plan

An event planner will need to formulate an "emergency response plan" with their security team prior to any event. This is to ensure procedures are in place for an accident, act of terrorism, or any other threat to life or safety. It should include:

- Directional signs and visual prompts for guest traffic
- Various ways to evacuate the event in all eventualities
- Actions to take during an active shooting or bomb alert
- Designated "safe" rooms or areas
- Assembly points for service staff and guests
- Safety marshals, who will take charge during evacuations

Post-Event Activities

The responsibilities for event security does not end as soon as the schedule has finished. Although the personal safety of guests is no longer a concern, many other tasks remain to be completed. These include:

- Administrative and practical actions (removing barriers, returning equipment, checking cash, paying staff, etc.)
- Reviews of operations during an ongoing tour or multi-day event
- Debriefing exercises, which can include interviews, press releases, stakeholder updates, and promotional follow-ups
- Presentation and completion of an "after-action report". This should include:
 - Operational successes and failures (broken equipment, attendance details, etc.)
 - Unscheduled actions by the security team
 - Suggested improvements for future events

Appointing a Security Team

Needless to say, choosing a third-party security firm that is inexpensive may save on the budget, but result in ineffectual security. Always perform research on a company or business before signing a contract with them.

The best technique for acquiring the most appropriate security firm's services is to ask tailored questions, driven by the requirements of the event and your expectations. You will also need to repeat this method with several businesses to find the best fit.

Suggested questions for a prospective security team would be:

- What background checks do they perform on their officers?
- Is the business certified and registered in the UK?
- What previous experience has the team had with events?
- How are the officers measured on their performance?
- Are there any recent references that you can see?
- What technology do they currently use?
- What training have the officers received?
- What guarantee can the firm give you for health and safety protocols?

Relevant Experience is Must

Ideally, to ensure your security personnel's professionalism and effectiveness, you should choose a team that owns credible experience and recognised qualifications. Outdoor events and VIP appearances are likely to contain a higher potential for security concerns and will inevitably cost more to protect the guests.

If they meet your criteria, the choice of a local security team will save on travel expense and overall costs. They may also be aware of the area and any underlying issues.

The balance of expertise and expense will be down to the planner at the end of the day, although it is always wise to "stretch" the budget to ensure that the event and attendees are suitably safeguarded.

Chapter 12

Business Model

Event planning can be a fun pastime that hones organisational skills, but it can also be lucrative and sustain a successful business. To be able to achieve this, you will need to adopt a business model that drives your actions, structure, and way of working.

What is an Event Planning Business Model?

In simplistic terms, an event planning business model is a document that details all of the elements of your business; the goals, the structure, the staff, the services, and so forth.

Due to the fact that event planners can organise identical events, a model can help underline and highlight differences in company policy.

Why is a Business Model Needed?

Your event planning services will benefit from a specific model. Even if your business is brand-new, or you have been operating from home simply fine up until now, it should still be an important part of your services going forward.

In its way, a business model can be as crucial to your operations as an event schedule or an organisational checklist. Instead of provisional guidelines and "to-do" actions, it will provide a structure that your business can adhere to and follow towards profit and success.

What to Include in the Business Model?

The best kind of business model highlights and records your company's objectives for posterity and makes it easier to put your requirements into perspective. It will reinforce the long-term goals you seek, give you an impetus to drive beyond the starting stages, and overcome setbacks.

Using an achievable event planning business model, you can monitor progression and review your capabilities every three months. Amendments and modifications can be applied accordingly in your business.

The model should contain:

- **Description:** Clearly state what you want your business to be and what services you want to provide to others and yourself.
- **Objective:** Focus on the objectives that you want the business to fulfil and document their relevance.
- **Structure:** Describe your business structure. Are you the sole owner? Do you employ a team or hire staff?
- **Services:** Explain the range of services that you intend to supply. Will you organise travel, vendors, decorations?
- **Target:** State who your targeted clients are. Will you work with just corporate clients or anyone with celebration intentions?
- **Marketing:** Decide how to promote your services. Will you use social media or local advertisements?
- **Finances:** Present your methods for funding and profit. How do you charge for your services and make a living?

Business Models vs Strategy vs Tactics

Tactics, strategies, and business models are all related to operations. The model provides the "logic" and overall company policy (or its "vision") for the way a business is run and its marketplace identity, whereas strategies will govern how and when specific activities take place.

A strategy may also guide a business owner towards a certain type of model and confirm which other models may be used as a contingent. Contingency is a significant element of every business strategy and can describe amendments made to override a competitor's challenge or market downturn. So, whilst every business has a model, it may not have a strategy as such.

A sudden change in strategy can be an expensive way of maintaining a customer base, but some businesses use options to circumvent great cost and difficulties. These are known as "tactics" and can be achieved by embracing choices left to them by their adopted business model. So, models can drive the tactics employed by a company in the marketplace.

Most strategies concentrate on creating commercial advantages over market rivals and exploiting their available resources. Strategies often run in "cycles" and are initiated by developing new or amended business models. Alongside other elements (customers, vendors, etc.), this is why business models are so important in many sectors.

Business Operations

"Business operations" refers to the regular activities that a business performs to earn profit from services (or products) and increase the overall value of the organisation. Each regular activity can be updated and changed to ensure that profit outweighs expenditure and builds upon the existing client base. Loyal employees are crucial for maintaining operations and the quality of services whilst adhering to company policies.

Business operations will change and evolve as the business progresses, and managers should be prepared to embrace these updates, with the express purpose of seeing the business grow in capability and potential.

Steps towards Improvement

Some appropriate suggestions which would potentially improve business operations are:

Measure Performance

Every business should be aware of its potential and the milestones that it reaches. If company objectives and targets are set in place from an early stage, the progression towards attaining these can be measured more easily. Clear goals should be set ("increase sales by 10%") rather than vague descriptions ("try to plan more events").

Following Latest Trends

Each business should be aware of its competitor's successes or trends that develop in the marketplace. By staying up to date with current events, you can spot business opportunities. Baby gender reveal events are a recent example of a new trend.

Streamlining the Process

Business operations can also be greatly enhanced by looking at ways to improve productivity and efficiency. The procurement of new equipment, technology, and software can help with the flow and complexity of daily routines. Inventory management and stocktaking automation can prove this principle.

Five Key Components

There are five essential elements to business operations. They are:

1. Assigning Roles and Responsibilities

Operations in a business will only run efficiently when responsibilities are shared equally throughout the company structure and roles are well-defined. When trainees and new employees join the group, they must also be integrated into the infrastructure according to their knowledge and abilities.

2. Managing Internal Communication

Communication is always cited as being vital to teamwork and any organisation's operations. Reliable flows of information traffic must be realised within the group, with all levels of employees being able to contact individuals or departments at a moment's notice.

3. Management of Resources

The cost must always be balanced with operational efficiency when managing resources in a business. Equivalent advances must match investments in new tools and technology in productivity or quality. This will ensure that pricing is also backed up by the efforts to maintain standards.

4. Road-Mapping a Plan

Business operations provides the groundwork for activities which are executed to reach objectives. However, most companies feel that a detailed plan is needed to follow on their journey to potential success. "Road-mapping" is the technique by which this is often achieved.

A "roadmap" is a detailed plan by which a business will identify their best resources and talents and train them to become "single businesses" that can run independently to a shared vision.

5. Ensuring Compliance

It is essential that employees and managers share a common vision and actively believe in the policies and ethics of the business. This ensures that values and standards are naturally upheld.

Importance of Networking

Perhaps more so than some other professions, event planning holds great potential for business networking. The freelance capacity of the role almost ensures talent with this skill, and you'll soon learn the importance of it when building your client base.

These statements should be taken to heart and noted by all event planners:

- Networking is essential to find future jobs and new clients.
- New suppliers may only be found by networking.
- Involvement with media networks can help you seek potential jobs and clients.
- Networks continually expand with every connection you make and with every referral.

Working with Vendors and Suppliers

The process of vendor management is the technique by which you can forge a beneficial working relationship with suppliers and other businesses. Ideally, this will be an arrangement that is mutually useful and strengthens the client base of all those involved.

It may not mean that you get substantially reduced bills, but it will mean that a reliable partnership has been formed for both parties. As a result, businesses can:

- Honestly negotiate for the most competitive prices
- Share information and advice from the marketplace
- Work together to form shared business strategies
- Consistency with vendors and suppliers will save money and ensure quality

Building a Brand

Branding is important, and there are three distinct ways in which awareness can be built for them:

1. **Know the Perfect Client** – A "client avatar" is the embodiment of all the ideal requirements and behaviours you would like in a customer. This avatar can help you identify targets in the market.
2. **Just Be You** – Model your brand and service on your own strengths and values. Never try to be something that you're not. The brand should represent you in the marketplace.
3. **Sell Your Services** – Your brand's success depends on it being something that provides clients with unique or valued services. Build that up.

Finding Success

Success and high-profit margins can never be guaranteed in any profession, and event planning is no different. The following suggestions may help in times of trouble:

- **Stay calm** – Never show signs of panic, irritation, or anger around clients. If you're not worried, then the client feels assured.

- **Be positive** – Build good relationships with clients. This will reduce stress and pave the way to great referrals.
- **Provide quality** – Always honour promises and contractual obligations and keep your records up to date.
- **Keep focused** – Try to concentrate on your strengths and talent.
- **Build a team** – Build a strong and trusted team of people around you.



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