Events Management

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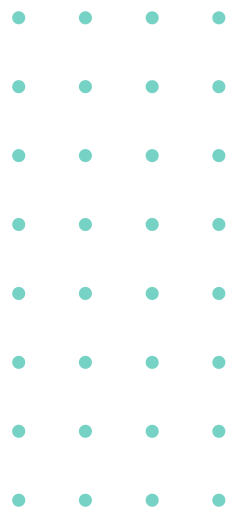
CONTENTS

EVENTS MANAGEMENT

Event Planning

Practically Perfect PA

EVENT BRIEFING DOCUMENT

Briefing form details	
Name of project/event	
Today's date	
Event Owner	
Admin / event	
Management support	
Completed by	

Success of our event	
Measurement of success	How will this be measured?

EVENT BRIEFING DOCUMENT

Event basics	
What type of event is it?	
Conference	☐
Seminar	☐
Training	☐
Awards ceremony	☐
Dinner	☐
Experience	☐
Exhibition	☐

EVENT BRIEFING DOCUMENT

Is it a series of events?	
Yes	☐
No	☐
What regions?	
What % of attendance will come from the following? e.g.	
Members	☐ %
Non members	☐ %
	☐ %
	☐ %
Other	☐ %
What % of income will come from the following?	
Delegates	☐ %
Exhibitors	☐ %
Sponsors	☐ %
Others	☐ %
Why is the event running?	

EVENT BRIEFING DOCUMENT

What is the style of presentation in the main room?	
Cabaret	☐
Classroom	☐
Theatre	☐
Mixture depending on content	☐

How many breakout rooms? And the layout of each breakout?

Style of Presentation?	
PowerPoint	☐
Speeches	☐
Debates / panel sessions	☐
Mix of above	☐
Other	☐

Is it themed in any way?	
Yes	☐
No	☐

How would the theme play out across:	
Entertainment	☐
Drinks	☐
Decorations	☐
Av and staging	☐
Catering	☐
Catering	☐

EVENT BRIEFING DOCUMENT

Programme details
How many speakers?
Are any speakers confirmed? KEYNOTE speakers or of particular interest?
Chairperson identified? Are they of particular interest?
Are speakers/chair to be paid?
Do you have a draft programme?

EVENT OBJECTIVES AND THE QUESTIONS YOU SHOULD BE ASKING

For every event, the objectives-setting stage should start with these three questions:

1. What will a successful event look like for those attending and your company?

For the attendee, this could be a whole host of networking, team building, learning, knowledge sharing etc. It does depend on the event. Remember to find out what the company is getting out of the event too. After all, they are spending the money!

2. What are the objectives of each part of the event and overall?

The event should have an overall objective, but it is also worthwhile looking at each part of the event and creating a goal for that section. So, for example, if you are hosting a conference followed by networking drinks, objectives need to be set for both parts of the events.

3. How will you be able to measure the success of the event?

What metrics will you be able to use to evaluate the event's success? How will this affect other events if this is one of many you have been asked to organise? Pre-event planning can help you measure your success and keep tabs on what has worked and what hasn't.

These are the three most important questions you can ask, but you would be amazed at how many organisations only answer these points after asking assistants to get on with the event arrangements. It can be difficult for an assistant to stop asking these questions because they may feel their role is to organise, not necessarily to discuss strategy.

However, it is fundamentally essential that if an assistant has been charged with organising the event, they need to know the answers to these questions and feel comfortable asking senior staff members what the objectives are.

MANAGING AN EVENT FROM START TO FINISH

Define the Event:

Determine the event's purpose and objectives. Establish the date, time, and duration of the event. Determine the target audience and guest list.

Set the Budget:

Create a detailed budget for the event, including all expected expenses and potential revenue streams. Allocate funds for contingency purposes.

Choose the Venue:

Research and select a suitable venue to accommodate the event's size and requirements. Confirm availability and secure the booking with a contract.

Plan the Program:

Plan the sequence of events, including any speeches, presentations, or entertainment. Schedule and coordinate all necessary activities and services.

Arrange Transportation and Accommodation:

Make arrangements for transportation and accommodation of guests and speakers if necessary.

Plan the Food and Beverages:

Plan and coordinate catering requirements, including menu selection and dietary restrictions.

Coordinate Technical Requirements:

Coordinate audiovisual, lighting, and sound requirements for the event. Test all equipment before the event to ensure everything is in good working order.

Plan and Implement Marketing and Promotions:

Develop and implement a marketing and promotional strategy to attract guests and create buzz around the event.

Manage Logistics:

Manage logistics for the event, including parking, security, and emergency procedures. Ensure that all necessary permits and licenses are obtained.

Manage Registration:

Develop a registration process for the event, including ticketing, RSVPs, and check-ins. Keep track of attendance numbers and guest information.

Coordinate On-Site Event Management:

Coordinate and manage on-site event management, including managing vendors, troubleshooting, and managing unexpected issues. Ensure all guests are comfortable and have an enjoyable experience.

Follow Up and Evaluation:

Follow up with guests, speakers, and vendors after the event. Evaluate the event's success based on goals, objectives, and feedback from attendees. Review the budget and expenses to identify areas for improvement in future events.

EVENT ROADMAP

SETTING OUT THE BASICS	DELIVERY DATE
Decide on business strategy.	
Identify three pillars and areas to concentrate on	
Decide on type of virtual event to run	
Draft budget	
Settle provisionally on duration and overall format	
Set objectives	
Complete value proposition for all stakeholders	
Break down and list the "unique" aspects of your event	
Complete pricing matrix for attendees	
Complete commercial partner packages	
Draft event outline	
END OF PHASE ONE	

EVENT ROADMAP

DESIGNING YOUR EVENT	DELIVERY DATE
Consider roles and resources for team and other stakeholders	
Deciding on event technology and suppliers	
Overview of the main venue	
Shortlist and sourcing event technology and suppliers	
Complete Marketing Strategy	
Sourcing/Contacting speakers	
Decide on tech stack/suppliers	
Set up accounts, signing contracts etc.	
Content/Programme - How to create engaging content - Texturising content - Live/Semi-live/Prerecorded	
Designing speaker support	
Creating connections - Maximising networking - Maximising peer to peer - Maximising exchange	

EVENT ROADMAP

BRINGING YOUR EVENT TO LIFE	DELIVERY DATE
Final venue run through	
Ensuring you are on top of technology and suppliers	
Set up test event / dry run event	
Joining instructions and onboarding - Attendees - Hosts, facilitators, moderators - Speakers - Exhibitors - Sponsors	
Write FAQs	
Set roles and responsibilities	
Complete the overall event schedule/operations guide	
Create a production schedule for the producer/s	
Make calls and further support for speakers and other stakeholders.	
END OF PHASE THREE	

EVENTS MANAGEMENT BUDGET

EVENT NAME:	
EVENT DATE:	

INCOME / BUDGET SPEND

BUDGET SPEND:	[HOW MUCH BUDGET YOU'VE BEEN ALLOCATED]
SPONSORSHIP:	[SPONSOR NAME] - [SPONSORSHIP AMOUNT]
TICKET SALES:	[NUMBER OF TICKETS] X [TICKET PRICE]
DONATIONS:	[DONATION AMOUNT]
TOTAL INCOME:	[SUM OF SPONSORSHIP, TICKET SALES, AND DONATIONS]

EXPENSES:

VENUE RENTAL:	[VENUE NAME] - [VENUE RENTAL COST]
CATERING:	[CATERER NAME] - [CATERING COST]
DECORATIONS:	[DECORATION COST]
AUDIO/VISUAL:	[AV EQUIPMENT RENTAL COST]
MARKETING & ADVERTISING:	[MARKETING AND ADVERTISING COST]
STAFFING:	[NUMBER OF STAFF] X [STAFF WAGE]
INSURANCE:	[INSURANCE COST]
MISCELLANEOUS:	[MISCELLANEOUS COST]
TOTAL EXPENSES:	[SUM OF VENUE RENTAL, CATERING, DECORATIONS, AUDIO/VISUAL, MARKETING AND ADVERTISING, STAFFING, INSURANCE, AND MISCELLANEOUS]
NET INCOME:	[TOTAL INCOME - TOTAL EXPENSES]

Be sure to include any taxes or fees associated with expenses. Make sure to have a contingency fund in case of unexpected costs. Update the budget regularly to ensure the accuracy

EVENT SUPPLIERS

- **Venue:** Provides the space for hosting the event, such as hotels, conference centres, or event halls.

- **Caterer:** Supplies food and beverages for the event, including catering services for meals, snacks, and refreshments.

- **Audio-Visual (AV) Equipment Provider:** Offers sound, lighting, and visual equipment for presentations, speeches, and entertainment.

- **Event Decorator/Florist:** Provides decorations, floral arrangements, and themed decor to enhance the ambience of the event venue.

- **Rental Company:** Offers rental services for furniture, linens, tableware, and other event essentials.

- **Photographer/Videographer:** Captures photos and videos of the event for documentation, marketing, and promotional purposes.

- **Entertainment Agency:** Provides performers, musicians, DJs, or entertainment acts for the event, such as live music, comedians, or magicians.

- **Transportation Provider:** Arrange transportation services for attendees, including shuttle buses, limousines, or car services.

- **Printing Company:** Offers printing services for event materials such as invitations, programs, signage, and promotional materials.

- **Event Planner/Coordinator:** Provides professional event planning services, including logistics management, vendor coordination, and on-site coordination.

- **Security Firm:** Ensures the safety and security of attendees, staff, and the event venue through security personnel and surveillance services.

- **Technology Provider:** Supplies technology solutions for the event, including event management software, mobile apps, registration systems, and Wi-Fi services.

- **Gifts and Promotional Items Supplier:** Offers customised gifts, promotional merchandise, or giveaways for event attendees, such as branded merchandise, gift bags, or corporate gifts.

- **Event Staffing Agency:** Provides event staff, including ushers, greeters, registration staff, and on-site support personnel.

EVENT SUPPLIERS

- **Interpreter/Translator Services:** Offers language interpretation and translation services for multilingual events, including simultaneous interpretation, written translation, and on-site language support.

- **Cleaning and Waste Management Services:** Ensures cleanliness and sanitation of the event venue, including janitorial services, waste removal, and recycling services.

- **Insurance Provider:** Offers event insurance coverage for liability, property damage, cancellation, and other risks associated with event planning and execution.

- **Event Rental Equipment Supplier:** Provides rental equipment such as stages, tents, audio-visual equipment, and lighting systems for outdoor events or temporary installations.

- **Health and Safety Consultant:** Offers consultation and guidance on health and safety protocols, risk assessments, and emergency preparedness for events.

- **Public Relations (PR) Agency:** Assists with event promotion, media relations, and publicity strategies to generate buzz and awareness for the event.

CHECKLIST

VENUE VISIT

☐   How many people are attending? A reasonable estimate should suffice. You should be looking at the rooms at this stage to ensure the guests won't be too cramped.

☐   How many meeting rooms you require, and how each room will be used (main conference room, break out rooms, formal dining etc.)

☐   How many bedrooms do you need, and if any VIPs will be staying that require a larger room? The price point for this can be negotiated.

☐   What is the food like? The venue should offer either a menu tasting or a free lunch so that you can sample the quality of the food. Can the venue cater to the number of delegates attending?

☐   Will your event consist of any team-building exercises – is there enough space at the venue for what you want to do?

☐   Is the leading conference room light and airy? If the delegates are in there all day, is there enough space to move around? Can they all see the screen /presenters?

☐   How are the staff at the venue treating you? Are they well organised? Are they taking pride in showing you the venue? Are they amenable and willing to negotiate? If there are only negative answers to these questions, you probably shouldn't be working with them.

☐   How does the venue flow? Will your delegates be able to move around the place quickly between sessions, break-outs and refreshments? Is the venue so big that your group may not get attention from the staff or too small so that the team can't handle the number of guests you have? The overall size of the venue, not just meeting rooms, is also essential.

☐   Don't get sidetracked by parts of the venue that you won't use. Yes, the place may look fantastic for a wedding, and the salesperson will want to show you that picturesque view, but that isn't what you are there for.

☐   Don't write the venue off if it is unusual or not what your delegates expect. Sometimes these are the best places to hold events.

NEGOTIATING WITH A VENUE

☐ Negotiate a Special Tailored Rate for Repeat Bookings: If you plan to use a venue multiple times throughout the year, negotiate a special rate tailored to your needs and frequency of usage. This can lead to significant cost savings in the long run.

☐ Backdate a Reasonable Rate: If you secure a reasonable rate that meets your budget, ask for it to be backdated to cover previous bookings or events. This can help you maximise savings and stay within your budget constraints.

☐ Consider Long-Term Contracts: If you're confident that your event will continue to run without significant changes, consider booking the venue for multiple years. This can provide stability and potentially lock in favourable rates for future events.

☐ Carefully Review Contracts Before Signing: Take your time to review venue contracts thoroughly before signing. Pay attention to terms and conditions, cancellation policies, and any additional fees or charges.

☐ Negotiate Soft Benefits for Reductions: Look for opportunities to negotiate 'soft' benefits that could make things easier for the venue, such as flexible setup times, promotional opportunities, or partnerships, in exchange for a reduction in costs.

☐ Ensure Day Delegate Rate (DDR) Works for You: Ensure the day delegate rate aligns with your budget and event requirements. Negotiate elements of the DDR package to suit your needs better, such as including additional services or amenities.

☐ Understand Venue's DDR Offerings: Learn more about the venue's DDR package and what it includes. Understand any optional add-ons or upgrades available and negotiate these based on your specific needs.

☐ Avoid Paying Too Little: While negotiating for cost savings is important, avoid negotiating rates that are too low, as this may compromise the quality of service or amenities provided by the venue.

☐ Evaluate Venue Booking Agencies: Consider whether using a venue booking agency is the best approach for your event. Evaluate the benefits and drawbacks of working with an agency versus negotiating directly with venues.

☐ Avoid the Squeezed Middle: Beware of venues that offer neither the lowest rates nor the highest quality service. Focus on finding venues that offer value for money and align with your event's requirements.

☐ Book Offseason for Cost Savings: Consider booking venues during offseason periods when demand is lower. You may be able to negotiate better rates and secure additional perks during these times.

NEGOTITATING WITH A VENUE

☐   Book Only What You Need: Avoid overbooking unnecessary space or amenities. Be strategic in selecting only the facilities and services that are essential for your event, which can help reduce costs.

☐   Consider Partial Day Bookings: Most venues offer flexible booking options, allowing you to book for an hour or a half day if needed. Opt for partial-day bookings if your event schedule allows, which can result in cost savings.

☐   Get the Venue On-Side: Build a positive relationship with the venue staff and management. Work collaboratively to address any concerns or challenges and leverage their support to ensure the success of your event.

ACCESSIBILITY FOR EVENTS

Venue Accessibility:

Physical Accessibility:
- Are event venues wheelchair accessible, including entrances, restrooms, seating areas, and parking facilities?
- Are there ramps, elevators, or lifts available for individuals with mobility impairments?
- Are pathways and entrances free from obstacles like steps, curbs, or uneven surfaces?

Assistive Devices:
- Are assistive listening devices available for individuals with hearing impairments?
- Are tactile maps or signage provided for individuals with visual impairments?
- Are seating options available for individuals who may require additional space or accommodations?

Restroom Facilities:
- Are accessible restroom facilities equipped with grab bars, wide doorways, and accessible sinks available?
- Are gender-neutral and family-friendly restroom options provided to accommodate diverse needs?

Communication Accommodations:

Accessible Information:
- Is event information provided in accessible formats, such as large print, Braille, or electronic text?
- Are event materials, presentations, and signage designed to be inclusive and accessible to individuals with diverse sensory needs?

Assistive Technology:
- Are assistive technology devices, such as screen readers or speech-to-text software, available for individuals with disabilities?
- Is technical support provided to assist individuals in accessing and using assistive technology during the event?

Language and Communication Support:
- Are sign language interpreters or captioning services available for individuals who are deaf or hard of hearing?
- Are language interpretation services provided for individuals with limited English proficiency or communication barriers?

ACCESSIBILITY FOR EVENTS

Inclusive Programming:

Accessible Programming:
- Are event activities, sessions, and presentations designed to be accessible and inclusive to individuals with disabilities?
- Are alternative formats or accommodations available for interactive activities, such as tactile experiences or sensory-friendly environments?

Universal Design Principles:
- Have universal design principles been incorporated into event planning and execution to ensure accessibility for all participants?
- Are event organisers trained in disability awareness and sensitivity to foster an inclusive and welcoming environment?

Participant Feedback:
- Are mechanisms in place for collecting feedback from participants with disabilities to evaluate accessibility and identify areas for improvement?
- Are feedback mechanisms accessible and inclusive, allowing individuals to provide input through various channels and formats?

DIETARY REQUIREMENT

☐ Include a Dietary Requirement Question in RSVP:
- Ensure that your RSVP form includes a question regarding dietary requirements.
- Provide a space for guests to specify any allergies, intolerances, or dietary preferences.

☐ Clearly Communicate Dietary Request Deadline:
- Specify a deadline by which guests must submit their dietary requirements.
- Clearly communicate this deadline on invitations, RSVP forms, and event communications.

☐ Provide Clear Instructions for Submitting Dietary Requirements:
- Clearly outline how guests should submit their dietary requirements (e.g., through an online form, email, or phone call).
- Include contact information for guests to reach out with any questions or concerns regarding their dietary needs.

☐ Offer Multiple Submission Channels:
- Provide multiple channels for guests to submit their dietary requirements, such as an online form, email, or phone.
- Ensure that all submission channels are easily accessible and clearly communicated.

☐ Educate Guests on Dietary Options Available:
- Provide information on the types of dietary options available at the event (e.g., vegetarian, vegan, gluten-free).
- Educate guests on how to specify their dietary preferences and any specific requirements they may have.

☐ Assure Confidentiality of Dietary Information:
- Assure guests that their dietary information will be kept confidential and used solely for meal planning purposes.
- Ensure that any personal dietary information provided by guests is handled securely and in compliance with privacy regulations.

☐ Accommodate Last-Minute Requests:
- Be prepared to accommodate last-minute dietary requests or changes up to a certain cutoff point.
- Communicate clearly the deadline for any last-minute dietary requests to ensure they can be accommodated.

☐ Coordinate with Caterers or Food Service Providers:
- Share the collected dietary requirements with the catering or food service providers well in advance of the event.
- Ensure that catering staff are briefed on guests' dietary needs and are prepared to accommodate them.

DIETARY REQUIREMENT

☐ Label Dietary Options at the Event:
  - Clearly label each dish with its ingredients and any potential allergens present.
  - Use easily recognizable symbols or color-coding to denote different dietary options (e.g., vegetarian, gluten-free).

☐ Provide Options for Guests with Severe Allergies:
  - Have a plan in place to provide safe meal options for guests with severe allergies.
  - Communicate with the catering staff to ensure they are aware of allergen cross-contamination risks and take appropriate precautions.

☐ Follow Up with Guests Who Haven't Submitted Dietary Requirements:
  - Follow up with guests who have not yet submitted their dietary requirements close to the deadline.
  - Remind them of the importance of providing this information for their comfort and safety.

☐ Collect Contact Information for Emergencies:
  - Collect emergency contact information for each guest, including any relevant medical information related to dietary allergies or conditions.
  - Ensure that event staff are aware of emergency procedures in case of any dietary-related incidents.

ONBOARDING EMAIL TEMPLATE

Dear [Attendee's Name],

Welcome to [Event Name]! We're thrilled to have you join us for what promises to be an exciting and enriching experience.

Whether you're a first-time attendee or a seasoned participant, we've compiled this comprehensive onboarding guide to ensure you maximise your time with us.

Step 1: Registration Confirmation
You're officially registered for [Event Name]! Please look at the attached confirmation details to ensure all your information is accurate. If you have any questions or need to make changes, please get in touch with our registration team at [registration email/phone number].

Step 2: Download the Event App
Please make sure you download our event app, which is available for [iOS/Android], to access all event information at your fingertips. From session schedules to speaker bios and networking opportunities, the app will be your go-to resource throughout the event. [Link to download app]

Step 3: Pre-Event Information
To help you prepare for the event, we've compiled essential pre-event information, including:
- Date, Time, and Location: [Event Date], [Event Time], [Event Venue Address]
- Parking and Transportation: [Parking Details, Public Transportation Options]
- Attire: [Recommended Attire for the Event]

Step 4: Customise Your Schedule
Check out our event agenda and start planning your personalised schedule. With various sessions, workshops, and networking opportunities available, you can tailor your experience to suit your interests and goals. [Link to Event Agenda]

Step 5: Connect on Social Media
Join the conversation on social media using our event hashtag, #[EventHashtag]. Share your excitement, connect with fellow attendees, and stay updated on the latest event news and announcements.

Step 6: Dietary Requirements
We want to make sure you're comfortable and satisfied throughout the event. Please let us know by [Deadline for Dietary Requests] if you have any dietary requirements or food allergies.

ONBOARDING EMAIL TEMPLATE

Step 7: Arrival Instructions
When you arrive, please go to the registration desk to check in and collect your badge. Our friendly staff can help you with any questions or special requests.

Step 8: Get Ready for an Incredible Experience!
We can't wait to welcome you to [Event Name] and provide you with an unforgettable experience filled with learning, networking, and inspiration. If you have further questions or need assistance, please get in touch with our team at [Event Contact Email/Phone Number].

See you soon!
Best Regards, [Your Name] [Your Title/Organisation]

EVENT REGISTRATION PROCESS

☐ **Preparation:**
  - Ensure registration area is set up with tables, chairs, and necessary equipment (laptops, tablets, or paper forms).
  - Staff should be trained on the registration process and provided with nametags for identification.
  - Have registration materials ready, including attendee lists, badges, and informational packets.

☐ **Greeting Attendees:**
  - As attendees arrive, warmly welcome them at the entrance with a smile and friendly demeanor.
  - Direct attendees to the registration area and offer assistance if needed.
  - If there's a queue, assure attendees that you appreciate their patience and that you'll assist them shortly.

☐ **Registration Process:**
  - Ask attendees for their names or registration information to locate their records.
  - Confirm the details with attendees and verify any necessary information.
  - Provide them with event materials such as badges, informational packets, schedules, and any other relevant documents.
  - If payment is required, guide attendees through the payment process smoothly and efficiently.

☐ **Offer Assistance:**
  - Be attentive to attendees' needs and provide assistance as required, such as directing them to restrooms, seating areas, or the event location.
  - Answer any questions attendees may have regarding the event schedule, sessions, or logistics.

☐ **Express Gratitude:**
  - Thank attendees for registering and participating in the event.
  - Express appreciation for their time and support.

Sample Welcome Script:

Staff Member: "Good [morning/afternoon/evening], and welcome to [Event Name]! We're delighted to have you here with us today. My name is [Your Name], and I'll assist you with the registration process. Could I please have your name or the registration details?"

Attendee: "Sure, my name is [Attendee's Name]."

Staff Member: "Thank you, [Attendee's Name]. Let me find your registration details. Ah, here you are! I see you're all set to attend our event. Here's your badge and event materials. If you have any questions or need assistance throughout the day, please approach any of our staff members. We're here to ensure you have a fantastic experience."

Attendee: "Thank you so much!"

Staff Member: "You're very welcome! Thank you for joining us today. We hope you enjoy the event!"

REGISTRATION FORM

Basic Information

Name

Job Title

Phone Number

Email

Department | Office

Event Details

Name of Event

Attendance Type

In Person / Virtual

Dietary Restrictions:

Special Accommodations:

Any Additional Comments or Requests

EVENT FEEDBACK SURVEY

1. Overall Satisfaction:
- How would you rate your overall satisfaction with [Insert Event Name]? (Please select one option)
  - Very satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very dissatisfied

2. Event Content:
- How would you rate the relevance and quality of the event content? (Please select one option)
  - Excellent
  - Good
  - Fair
  - Poor

3. Speakers/Presenters:
- How would you rate the effectiveness and delivery of the speakers/presenters? (Please select one option)
  - Excellent
  - Good
  - Fair
  - Poor

4. Logistics/Organisation:
- How would you rate the logistics and organisation of the event? (Please select one option)
  - Excellent
  - Good
  - Fair
  - Poor

5. Networking Opportunities:
- Did you find the networking opportunities at the event valuable? (Please select one option)
  - Yes, very valuable
  - Yes, somewhat valuable
  - No, not valuable

Suggestions for Improvement:
- Please share any suggestions or feedback you have for improving future events:

EMERGENCY RESPONSE PLAN

Objective:

The Emergency Response Plan outlines procedures, protocols, and contacts for handling emergencies, incidents, and crises during the event. The primary goal is to ensure the safety and well-being of all attendees, staff, and participants.

Key Personnel:

1. Event Organiser:
   - [Insert Name]
   - [Insert Contact Information]
2. Event Coordinator:
   - [Insert Name]
   - [Insert Contact Information]
3. Security Team Leader:
   - [Insert Name]
   - [Insert Contact Information]
4. Medical Personnel:
   - [Insert Name]
   - [Insert Contact Information]

Emergency Procedures:

- Emergency Notification:
  - In an emergency, immediately contact emergency services by dialling [Insert Emergency Number].
  - Notify all event staff and volunteers of the emergency.
- Evacuation Procedure:
  - If evacuation is necessary, follow predetermined evacuation routes to designated assembly points.
  - Event organisers and security personnel will direct attendees to safe evacuation locations.
- Medical Emergencies:
  - Designate specific medical personnel to handle medical emergencies.
  - Establish a first aid station equipped with necessary medical supplies.
  - In a medical emergency, notify medical personnel and assist until professional help arrives.
- Fire Safety:
  - Familiarise all staff and volunteers with the location of fire exits and fire extinguishers.
  - In the event of a fire, evacuate the premises immediately and alert emergency services.
- Severe Weather:
  - Monitor weather forecasts leading up to the event.
  - In the event of severe weather warnings, implement appropriate safety measures and consider postponing or cancelling the event if necessary.

EMERGENCY RESPONSE PLAN

- Security Threats:
    - Maintain a visible security presence throughout the event venue.
    - In case of a security threat or suspicious activity, contact law enforcement and follow their instructions.

Communication Protocol:

1. Establish a centralised communication point for coordinating emergency response efforts.
2. Utilise two-way radios or mobile phones to maintain communication between key personnel.
3. Provide regular updates and instructions to attendees via public address systems, digital signage, or mobile alerts.

Post-Emergency Procedures:

1. Conduct a debriefing session to review the emergency response and identify areas for improvement.
2. Document all incidents, actions taken, and lessons learned for future reference.
3. Provide support and assistance to any individuals affected by the emergency.

Contacts:

- Emergency Services: [Insert Emergency Number]
- Event Organiser: [Insert Name and Contact Information]
- Event Coordinator: [Insert Name and Contact Information]
- Security Team Leader: [Insert Name and Contact Information]
- Medical Personnel: [Insert Name and Contact Information]

Review and Update: Regularly review and update the Emergency Response Plan to ensure it remains current and effective. Conduct training exercises and drills with staff and volunteers to familiarise them with emergency procedures

PLANNING SUSTAINABLE EVENTS

Introduction:

As part of our commitment to environmental stewardship, these sustainability guidelines are designed to help event organisers plan and execute sustainable events that minimise environmental impact and promote eco-friendly practices. Implementing these guidelines can reduce waste, lower carbon footprint, and contribute to a more sustainable future.

1. Reduce Waste:
- Encourage digital communication and online registration to reduce paper usage.
- Provide recycling bins and composting stations throughout the event venue.
- Minimise single-use plastics by offering reusable or compostable alternatives for cups, utensils, and packaging.
- Avoid excessive printing of promotional materials and signage. Opt for digital displays and electronic communication whenever possible.

2. Minimize Carbon Footprint:
- Choose event venues near public transportation or offer incentives for carpooling and ridesharing.
- Offset carbon emissions by investing in carbon offset programs or supporting renewable energy projects.
- Reduce energy consumption by using energy-efficient lighting, HVAC systems, and equipment.
- Encourage virtual attendance options for remote participants to reduce travel-related emissions.

3. Source Eco-Friendly Materials:
- Prioritise sustainable and biodegradable materials for event decor, signage, and promotional items.
- Choose catering options that emphasise locally sourced, organic, and seasonal ingredients.
- Use recycled or upcycled materials for event furniture, fixtures, and displays.
- Consider renting or borrowing equipment and materials to minimise resource consumption and waste.

4. Engage Stakeholders:
- Educate event staff, vendors, and attendees about sustainability initiatives and encourage their participation.
- Collaborate with eco-friendly suppliers and partners who share our commitment to sustainability.
- Incorporate sustainability into event programming through workshops, panels, and discussions on environmental topics.

5. Measure and Improve:
- Conduct post-event evaluations to assess the success of sustainability efforts and identify areas for improvement.
- Track metrics such as waste diversion rates, carbon emissions, and resource usage to monitor progress over time.
- Continuously seek stakeholder feedback and implement new strategies and initiatives to enhance sustainability practices.

Conclusion: By following these sustainability guidelines, we can demonstrate our organisation's dedication to environmental responsibility and inspire others to adopt sustainable event planning and management practices. Together, we can positively impact the planet and create memorable events that align with our values of sustainability and conservation.

POST-EVENT ANALYSIS

Event Name: [Insert Event Name]
Date: [Insert Event Date]

Key Metrics and KPIs:

1. Attendance:
- Total number of attendees:
- Breakdown by ticket type (e.g., general admission, VIP, etc.):
- Comparison to projected attendance:

2. Engagement:
- Number of sessions attended per attendee:
- Average session duration:
- Percentage of attendees who participated in networking activities:

3. Satisfaction:
- Overall satisfaction rating (on a scale of 1 to 5):
- Feedback from post-event surveys or evaluations:
- Key highlights and positive feedback received:

4. Revenue and ROI:
- Total event revenue (including ticket sales, sponsorships, merchandise, etc.):
- Return on investment (ROI) calculation:
- Breakdown of revenue sources (e.g., ticket sales, sponsorships, etc.):

5. Social Media Impact:
- Number of social media mentions and engagements:
- Analysis of social media sentiment (positive, negative, neutral):
- Reach and impressions across social media platforms:

Areas for Improvement:

1. Event Execution:
- Identify any logistical challenges or issues encountered during the event:
- Evaluate the effectiveness of event staffing and volunteer management:
- Assess the overall flow and organisation of the event program:

POST-EVENT ANALYSIS

2. Attendee Experience:
- Review feedback from attendees regarding venue, facilities, and amenities:
- Identify any areas where attendee expectations were not met or could be improved:
- Consider suggestions for enhancing the overall attendee experience:

3. Marketing and Promotion:
- Evaluate the effectiveness of pre-event marketing and promotional efforts:
- Assess the impact of different marketing channels (e.g., email, social media, etc.):
- Identify opportunities for increasing event visibility and reaching target audiences:

4. Sponsorship and Partnerships:
- Review sponsor satisfaction and feedback:
- Assess the visibility and exposure provided to sponsors and partners:
- Identify opportunities for strengthening sponsor relationships and attracting new partners:

Action Plan:

1. **Immediate Actions:**
   - Address any urgent issues or concerns raised during the event:
   - Follow up with attendees, sponsors, and partners to express appreciation and gather feedback:
2. **Short-Term Goals:**
   - Develop a plan for implementing key improvements identified in the post-event analysis:
   - Assign responsibilities and timelines for executing action items:
3. **Long-Term Strategy:**
   - Use insights from the post-event analysis to inform future event planning and strategy:
   - Incorporate lessons learned into event planning processes and best practices:

Event Design

Practically Perfect PA
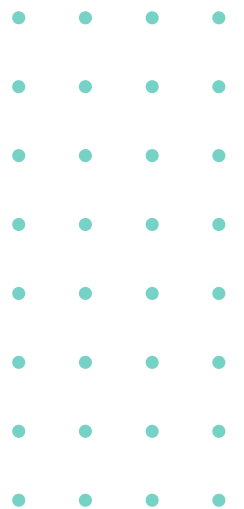
THE THREE PILLARS OF EVENTS DESIGN

We can break down every business event into three specific and distinct pillars.

1. The content pillar
2. The connections pillar
3. The coverage pillar

Every event should be built on at least one of these pillars.

Simply put, the more complicated an event, the more pillars come into play.

To fully understand events, planners must be confident in designing events, not simply be the person running them or finding the right venue.

And to do that, you need to understand the foundations of these three pillars.

So important are these three pillars? We have individual modules on each, and almost every other module somehow covers them.

The content pillar

When we create content (for example, when someone delivers a talk at your event), recording that content gives it a life span much longer than the event's duration.

It becomes digital, which means it becomes reusable, which means we can do much more with it.

So, when we look at the content pillar of an event, we have to consider all the wonderful additional things you can do with the content once it has been used at your event. So, for example:

- Can you edit it and send it out in chunks as a promo for your next event or as part of your membership subscription?
- Can you repackage it and use it for internal training?
- Can you splice bits of it together to create some new content?

So, when we design our events, we have to build strong foundations for our content by ensuring we get as much out of the content we create.

This is the concept of evergreen content: content you create that lasts much longer.

THE THREE PILLARS OF EVENTS DESIGN

The second thing to consider in this introduction is how different content should be created and delivered.

We all know that an audience's attention span is shorter than the duration of most sessions. We, therefore, have to think about our content differently. We can not replicate content as before and expect it to be a success.

Generally, content has to have more texture. It has to be shorter, more engaging and enable more interaction.

For most planners, this is a very different approach from how they have created content.

The final area to cover in this introduction to content is to consider who creates your content.

Traditionally, content was planned and delivered by a speaker or speakers. This approach will continue to be the bedrock of events. However, a more creative approach to events allows us the opportunity for the audience to create much more content.

When we look at the content, we have to take a broad view and be less confined by how we traditionally created content.

The content you look to create should be different from the content created at a traditional event.

So, how do we approach a hybrid event with a physical and a digital audience?

The content is created correctly and can be used for your physical and digital audiences with only a bit of tweaking. The vast majority of the content will be suitable for both live audiences.

The connections pillar

What types of connections do you hope will be made at your event? And how much time will your attendees spend making those connections? These are two great questions to consider if you have an event where you want attendees to spend time with each other and with other stakeholders.

People make three different types of connections at our events.

1. NETWORKING
2. PEER TO PEER
3. EXCHANGE

THE THREE PILLARS OF EVENTS DESIGN

Firstly, we have to address a HUGE common misunderstanding as we talk about connections.

"Networking" tends to be used as a catch-all word for all the connections you can make at an event, and we must identify the types of connections you want to focus on.

NETWORKING

Networking is people catching up or meeting for the first time, finding out what people do and what they have in common.

This type of connection occurs at our events; it is not the only one.

PEER TO PEER

Peer-to-peer engagement is having like-minded people share their experiences and learn from each other. Sharing ideas allows them to support each other in what they do and don't do.

This area is much overlooked at our events, and we must ensure that we make the most of the environment for this type of connection.

EXCHANGE

This is at the heart of the buyer and seller relationship.

These are crucial connections for many events, not networking or peer-to-peer engagement.

I think it's essential to identify which connections you want to create within your event.

When we break this pillar into three sections, we start to see that we design our events very differently for networking than peer-to-peer or exchange.

Notably, your stakeholders may often say they want networking at their event, but they may wish to have peer-to-peer exchange. Identifying the type of connections to be made is even more critical when we think about hybrid events.

For example, create networking opportunities for those in the virtual audience and peer-to-peer between those in the physical audience. You may want to generate exchange connections between suppliers at your physical event but not at your virtual event.

THE THREE PILLARS OF EVENTS DESIGN

When you break this pillar down for your organisation, you can help others understand the differences between the connections. You will add tremendous value to any event that hopes to open up this pillar.

By breaking this pillar into three, you can start to understand the full potential of the events you manage.

EXCHANGE

This element covers sponsorship and sales, and for many events, this is a crucial element.

How do you maximise the coverage and exposure for your sponsors and exhibitors at your event?

The answer will be very different for each type of event you manage.

Each event offers a whole host of benefits for your commercial partners, and you have to decide how important that type of connection is for your particular event.

We must consider your event's role as part of your long-term engagement with your commercial partners. Many organisations now look at events as the peak of a campaign for their commercial partners, with the connections made at the event the most crucial element of the campaign.

KEY TAKEAWAY

Understand that every business event is built on one or more of the three key pillars:

1. Content
2. Connections and
3. Coverage

Identifying the most important pillars for each of your events is the first step to making them successful.

ORGANISING A TEAM-BUILDING EVENT

It is so important that we get team-building events right. The right experience can increase team performance, enhance job satisfaction, encourage cooperation with colleagues, and broaden the company's goals and objectives.

However, if they are well organised, they achieve something while costing the company a small fortune. So here are 20 dos and don'ts for organising team-building events.

Do use team-building events to solve any problems faced within the team. Link the challenges faced by the team with the challenges you set during the event.

Don't create events that are too physically demanding for any team members. I've done this before and realised very early that the fitness levels of some team members meant they couldn't participate and were left out of the event. Precisely the opposite of what we wanted to achieve! Physical activities can be memorable events, but set the right fitness level and make sure everyone can be included.

Could you ask for feedback from the event? If you have organised drinks in the pub, ask a few attendees if they enjoy themselves and want the drinks to become regular. If you have arranged an away day, ask the delegates to complete a feedback form and follow up on what they have to say. Ensure your managers see what has been achieved and what requires additional work.

Don't make the event all about work, work, work. Yes, this is important, but it is also essential that the team enjoy each other's company and have the chance to relax.

Do have a mixture of tasks, some for fun and others more challenging. Do remember to balance the two so that the overall message isn't lost amongst all of the fun or the event's problematic aspects.

Don't forget that team-building events are the same as other events and still require objectives and a budget.

Do think about hiring a professional to help facilitate the event. It is sometimes instrumental in having someone outside of the company to help with the organisation on the day so that every member (including yourself) can get involved with the activities.

ORGANISING A TEAM-BUILDING EVENT

Don't have the event in your office. If you can afford to go off-site, do so. If you don't have the budget, try and find an area in your building as far away as possible from your department. If you must build your team, I highly recommend not doing it in the office. People must be removed from the workplace to focus without interruption and mentally clear their minds from the usual work issues.

Do make the event theme as inspirational as you can. The main objective of a team-building event is to inspire the team to work well together, so ensure you keep this in mind as you work on the event's organisational aspects.

Don't just stick to the same old tired team-building activities. You can do many exciting and innovative things with your team. Spend ten minutes online, and you will see many different options. A great example would be arranging a wine-tasting lesson instead rather than heading to the pub after work. Something a bit different to the usual Thursday night drinks.

Do keep everyone in the team involved in creating the event and get everyone interested and ready for the event once the day arrives. Please remember, no one likes forced fun, so please make sure all of the team know what they expect before they come.

Don't have role plays! There must be dozens of different ways to get the team to interact with each other or work through an issue. No one I've ever met likes doing role-plays. Ever!

Do take photos and videos of the event and circulate them after it has finished. This a great way to jog your colleagues' minds, remind them they did enjoy the event and an easy way to follow up on feedback.

Don't just assume a team-building event will solve all of the department's problems; it won't. But used in the right way, a team-building event can be an excellent foundation for resolving issues.

Do make use of a commitment card or action plan. Ask attendees to present their actions to the rest of the group to commit in front of each other to change and help the team move forward.

Don't forget how important space is for team-building events. If you have everyone crammed into one room and ask them to do something creative, chances are they won't come up with anything, particularly significant. Ensure there is enough space for teamwork, individual groups to go off, work together away from other groups, etc. Etc. Also, ensure enough equipment for the team to do everything they need.

ORGANISING A TEAM BUILDING EVENT

Do leave some space on the agenda for the team to discuss any problems they have faced. The team may not air their issues if the agenda is packed full of tasks and activities. Also, there may be issues your managers need to be aware of that will only come to the forefront if they give enough time to raise them.

Don't scrimp on rewards, prizes, or fun treats for the team. If you are having the team stay overnight at a hotel, see if you can get a hard-working team member a nice spa treatment or bottle of champagne as a prize.

Do formally capture all the work that has been achieved during the event. If there are ten flip charts worth of material, someone must type this up and send it to the team. This, by the way, will probably be you! But it is a worthwhile task.

Don't just have one team-building event and think that is enough. Try and hold a few a year so that the excellent work you've done during the initial event is continued throughout the year.

ORGANISING OUTDOOR EVENTS

☐ Start Early:
- Begin planning outdoor activities well in advance to secure permits, reservations, and necessary arrangements.
- Anticipate increased demand due to the popularity of outdoor events and activities.

☐ Consider Location:
- Evaluate potential outdoor venues for accessibility, infrastructure, and capacity.
- Check if the chosen location requires advance reservations or permits.

☐ Evaluate Infrastructure:
- Assess the infrastructure of the chosen venue, including parking facilities, restroom availability, and ADA compliance.
- Ensure that the venue can accommodate the expected number of attendees comfortably.

☐ Weather Contingency Plan:
- Develop a contingency plan for inclement weather, including shelter options or alternative indoor venues.
- Monitor weather forecasts closely leading up to the event and communicate any changes to attendees promptly.

☐ Emergency Preparedness:
- Establish emergency protocols, including first-aid stations, emergency contacts, and evacuation procedures.
- Ensure that staff and volunteers are trained in emergency response and know their roles in case of an incident.

☐ Dietary Requirements:
- Collect dietary requirements from attendees in advance to accommodate special dietary needs.
- Coordinate with catering or food vendors to provide a variety of dietary options, including vegetarian, vegan, gluten-free, and allergen-friendly choices.

☐ Traffic and Parking Management:
- Develop a traffic and parking plan to minimise congestion and ensure smooth ingress and egress.
- Provide clear signage and directions to designated parking areas.

☐ Partner with Experienced Agencies:
- Consider partnering with experienced outdoor activity agencies or tour operators to manage logistics and ensure participant safety.
- Verify the expertise and credentials of any external partners to ensure a seamless experience.

☐ Follow Leave No Trace Principles:
- Educate participants on Leave No Trace principles and encourage responsible outdoor behaviour.
- Minimise environmental impact by adhering to guidelines on waste management, trail etiquette, and wildlife protection.

ORGANISING OUTDOOR EVENTS

☐ Communication and Promotion:
- Communicate event details, including location, schedule, and requirements, clearly and consistently through various channels.
- Promote the event on social media and other platforms to reach a wider audience and generate interest.

☐ Participant Safety and Education:
- Provide safety briefings and educational sessions to participants before engaging in outdoor activities.
- Equip participants with the necessary gear and information to ensure their comfort and safety during the event.

☐ Post-Event Cleanup:
- Plan for post-event cleanup to restore the venue to its original condition and minimise environmental impact.
- Coordinate waste disposal and recycling efforts to leave the area clean and tidy.

ORGANISING THE OFFICE CHRISTMAS PARTY

☐ Establish a Planning Committee:
- Form a team responsible for organising the Christmas party, including representatives from different departments if possible.

☐ Set a Budget:
- Determine the budget for the event, considering factors such as venue rental, catering, entertainment, decorations, and any additional expenses.

☐ Select a Date and Venue:
- Choose a date for the party that works for most employees and book a suitable venue well in advance.

☐ Plan the Theme and Decorations:
Decide on a theme for the party and coordinate decorations accordingly, considering festive elements such as Christmas trees, lights, and seasonal ornaments.

☐ Arrange Catering and Drinks:
- Arrange catering services or select a menu for the party, taking into account dietary restrictions and preferences.
- Organise beverage options, including alcoholic and non-alcoholic drinks.

☐ Coordinate Entertainment:
- Arrange entertainment for the party, such as live music, a DJ, or festive activities like karaoke or games.

☐ Send Invitations:
- Create and send out invitations to employees, specifying the date, time, location, and any other relevant details about the party.

☐ Organise Transportation:
- Arrange transportation for employees if necessary, especially if the venue is not easily accessible by public transport.

☐ Plan Employee Recognition:
- Incorporate employee recognition into the party agenda, such as awards, speeches, or acknowledgements for achievements throughout the year.

☐ Coordinate Gifts or Secret Santa:
- Organise a gift exchange or Secret Santa activity if desired, setting a budget and providing guidelines for participation.

☐ Ensure Safety Measures:
- Implement safety measures in accordance with local regulations and guidelines, especially regarding COVID-19 protocols, if applicable.

☐ Designate Event Staff:
- Assign responsibilities to staff members or volunteers to help with setup, coordination, and cleanup during the party.

ORGANISING THE OFFICE CHRISTMAS PARTY

- [ ] **Communicate Party Etiquette:**
  - Remind employees of expected behaviour and etiquette during the party, including alcohol consumption guidelines and respectful interaction with colleagues.

- [ ] **Prepare a Schedule of Events:**
  - Create a schedule outlining the flow of activities during the party, including timing for food service, entertainment, speeches, and any other planned events.

- [ ] **Follow Up and Collect Feedback:**
  - After the party, follow up with attendees to gather feedback and suggestions for future events and thank everyone for their participation.

ORGANISING A CORPORATE RETREAT

- ☐ **Define Objectives:**
  - Determine the goals and objectives of the corporate retreat, including team building, strategic planning, and employee development objectives.

- ☐ **Select Retreat Location:**
  - Choose a suitable off-site location that aligns with the retreat objectives and provides opportunities for team building and relaxation.

- ☐ **Budget Allocation:**
  - Establish a budget for the retreat, including expenses for venue rental, accommodation, meals, transportation, and activities.

- ☐ **Develop Retreat Agenda:**
  - Create a detailed agenda for the retreat, outlining sessions, workshops, activities, and team-building exercises.

- ☐ **Invite Participants:**
  - Identify participants from company teams or departments who will benefit from the retreat and send out invitations with event details.

- ☐ **Venue and Accommodation Booking:**
  - Secure bookings for retreat venue and accommodations, ensuring availability for all participants and meeting any special requirements.

- ☐ **Transportation Arrangements:**
  - Arrange transportation to and from the retreat location for participants, considering options such as charter buses, carpooling, or rental vehicles.

- ☐ **Meal Planning:**
  - Coordinate meal planning and catering services for the duration of the retreat, accommodating dietary restrictions and preferences.

- ☐ **Equipment and Supplies:**
  - Arrange for any necessary equipment, materials, or supplies needed for workshops, presentations, and team-building activities.

- ☐ **Team Building Exercises:**
  - Plan and organise team-building exercises and activities to foster collaboration, communication, and trust among participants.

- ☐ **Workshops and Training Sessions:**
  - Schedule workshops and training sessions focused on strategic planning, leadership development, and other relevant topics.

- ☐ **Recreation and Relaxation:**
  - Incorporate recreational activities and downtime for participants to unwind, socialize, and recharge during the retreat.

ORGANISING A CORPORATE RETREAT

☐ Pre-Retreat Communication:
  - Provide participants with pre-retreat information, including agendas, packing lists, and any pre-work assignments.

☐ On-Site Coordination:
  - Assign roles and responsibilities for on-site coordination, including event staff, facilitators, and volunteers.

☐ Facilitate Engagement:
  - Create opportunities for participant engagement and interaction throughout the retreat, such as group discussions, breakout sessions, and networking activities.

☐ Feedback Collection:
  - Gather feedback from participants through post-retreat surveys, evaluations, or feedback sessions to assess the retreat's effectiveness

☐ Action Planning:
  - Review feedback and insights gathered from the retreat to identify areas for improvement and develop action plans for future retreats.

☐ Post-Retreat Follow-Up:
  - Follow up with participants after the retreat to provide resources, support, and opportunities for continued learning and development.

ADDING AN EXHIBITION TO A CONFERENCE

01

ASSESS PAST EVENT STANDS:

- DETERMINE IF PREVIOUS EVENTS HAD MULTIPLE STANDS.
- EVALUATE THE POTENTIAL FOR ADDING AN EXHIBITION BASED ON PAST EXPERIENCES.

02

ESTIMATE EXHIBITION SIZE:

- DETERMINE THE DESIRED SIZE OF THE EXHIBITION (E.G., 10+ STANDS).
- ESTIMATE REVENUE EXPECTATIONS (E.G., £40K+).

03

EVALUATE ATTENDEE NUMBERS:

- ENSURE A SUFFICIENT ATTENDANCE RATE (E.G., 150+ PER DAY) TO SUPPORT THE EXHIBITION.

04

ANALYSE COST IMPLICATIONS:

- ASSESS THE IMPACT OF ADDING AN EXHIBITION ON THE OVERALL COST BASE.
- CONSIDER HOW IT WILL AFFECT THE EVENT'S BOTTOM LINE.

05

SELECT SUITABLE CONFERENCE TOPICS:

- CHOOSE SPECIALIST CONFERENCE SUBJECTS THAT ALIGN WELL WITH EXHIBITIONS.
- RECOGNISE THAT NICHE TOPIC MAY ATTRACT MORE EXHIBITORS.

ADDING AN EXHIBITION TO A CONFERENCE

06

CONSIDER SALES EXPERTISE:

- ACKNOWLEDGE THAT SELLING EXHIBITION SPACE REQUIRES A SPECIFIC SKILL SET.
- EVALUATE WHETHER YOUR CURRENT STAFF POSSESS THIS SKILL OR CONSIDER OUTSOURCING.

07

EMBRACE THE EXHIBITION:

- VIEW THE EXHIBITION AS A VALUABLE ASPECT OF THE CONFERENCE, NOT JUST A NECESSARY ADDITION.
- BE TRANSPARENT WITH DELEGATES ABOUT THE PRESENCE OF THE EXHIBITION.

08

INTEGRATE EXHIBITION IMPACT:

- ENSURE THE EXHIBITION POSITIVELY IMPACTS THE CONFERENCE EXPERIENCE.
- CONSIDER HOW EXHIBITORS INTERACT WITH DELEGATES, THE LOCATION OF MEALS, AND EVENT TIMINGS.

09

INCORPORATE EXHIBITOR CONTRIBUTIONS:

- ALLOCATE PROGRAM SLOTS FOR EXHIBITORS TO CONTRIBUTE TO DELEGATE LEARNING.
- ENSURE EXHIBITORS ARE BRIEFED ADEQUATELY TO PROVIDE VALUABLE INSIGHTS.

10

CONDUCT THOROUGH RESEARCH:

- EVALUATE THE RISKS ASSOCIATED WITH CHANGING THE EVENT FORMAT.
- GATHER FEEDBACK FROM STAKEHOLDERS AND CONDUCT MARKET RESEARCH TO INFORM DECISION-MAKING.

40 EVENT GOODIE-BAG IDEAS

1. Customised reusable water bottles or tumblers
2. Eco-friendly tote bags made from recycled materials
3. Portable phone chargers or power banks
4. High-quality branded notebooks or journals
5. Customised pens or styluses
6. Healthy snacks such as granola bars or dried fruit
7. Scented candles or essential oil diffusers
8. Branded USB flash drives
9. Mini succulents or small potted plants
10. Personalised luggage tags or passport holders
11. Bamboo or stainless steel reusable straws
12. Customised face masks or hand sanitisers
13. Cosy branded blankets or throws
14. Bluetooth speakers or headphones
15. Gourmet chocolates or artisanal candies
16. Foldable sunglasses or UV protection hats
17. Travel-sized skincare or grooming kits
18. Customised socks or slippers
19. Inspirational books or motivational quote cards
20. Local speciality food items or artisanal products unique to the event location.
21. Personalised enamel pins or buttons
22. Customised smartphone wallets or cardholders
23. Herbal tea blends or gourmet coffee packets
24. Branded portable Bluetooth keyboards
25. High-quality canvas or denim aprons
26. Customised wine stoppers or bottle openers
27. Pocket-sized notebooks with custom covers
28. Fitness bands or resistance loop bands
29. Branded wireless charging pads
30. Customised cocktail shakers or bar tools
31. Foldable reusable shopping bags
32. Artisanal honey or jam jars
33. Virtual event experience vouchers (e.g., online cooking classes, fitness sessions)
34. Personalised name badges or lanyards
35. Customised coasters or drinkware sets
36. Miniature herb or vegetable garden kits
37. Branded stress balls or fidget toys
38. Customised canvas sneakers or flip-flops
39. DIY craft kits (e.g., candle-making, painting)
40. Local art prints or postcards showcasing the event location's landmarks.

MANAGING NETWORKING

☐ **Plan Table Allocation:**
- Assign table seating arrangements at the beginning of the day.
- Mix groups to facilitate diverse networking opportunities.
- Seat suppliers with their target customers or pair big companies with small ones for varied discussions.

☐ **Utilise Cabaret Format:**
- Opt for a cabaret-style seating arrangement to encourage interaction.
- Ensure attendees have the opportunity to greet everyone at their table.

☐ **Schedule Early Arrival Time:**
- Encourage attendees to arrive at the main room at least 10 minutes before the first session.
- Allow time for introductions and networking among participants.

☐ **Optimise Breaks:**
- Designate break times for attendees to network and enjoy refreshments.
- View breaks as valuable networking opportunities rather than just downtime.

☐ **Rotate Table Seating:**
- Mix up table arrangements for the afternoon sessions to facilitate new connections.

☐ **Integrate Networking into Sessions:**
- Incorporate networking elements into every session.
- Allocate time for delegates to discuss session topics or include table discussions at the end of each segment.

☐ **Leverage Technology:**
- Facilitate 1-2-1 meetings through online platforms before or during the event.
- Provide tools and support for attendees to arrange meetings digitally.

☐ **Encourage Offline Networking:**
- Utilise blogs and social media platforms to foster networking before, during, and after the event.
- Encourage attendees to connect outside of the event space.

☐ **Add Unique Program Elements:**
- Incorporate exciting or unconventional activities into the program to spark conversation.
- Provide topics or experiences that give attendees something memorable to discuss.

☐ **Dedicate Time to Informal Networking:**
- Schedule dedicated time for networking outside of formal sessions and breaks.
- Consider hosting informal drinks receptions or dinners to facilitate relaxed networking opportunities.

40 NETWORKING IDEAS

- **Informal Coffee Breaks:** Allocate time between sessions for attendees to grab a coffee and network informally in the refreshment area.
- **Networking Lunches:** Organise structured networking lunches where attendees are seated at tables with rotating discussion topics or icebreaker questions.
- **Speed Networking Sessions:** Host timed networking sessions where attendees rotate to meet new people quickly, allowing for efficient networking.
- **Networking Mixers:** Arrange evening mixers or cocktail hours where attendees can mingle in a relaxed atmosphere conducive to networking.
- **Interactive Workshops:** Incorporate interactive workshops or group activities encouraging collaboration and networking among participants.
- **Roundtable Discussions:** Facilitate roundtable discussions on specific topics of interest, providing a platform for attendees to engage in meaningful conversations and connect with like-minded individuals.
- **Networking Receptions:** Plan informal networking receptions or happy hours after the main event to allow attendees to unwind and network in a casual setting.
- **Meet-and-Greet Sessions:** Schedule meet-and-greet sessions with speakers, sponsors, or industry experts, providing attendees with valuable networking opportunities and access to key figures in their field.
- **Virtual Networking Platforms:** Offer virtual networking platforms or online forums where attendees can connect before, during, and after the event, fostering ongoing networking opportunities.
- **Networking Dinners:** Host intimate networking dinners or dine-around events at local restaurants, allowing attendees to network over a meal in a more intimate setting.
- **Birds of a Feather Sessions:** Organize themed networking sessions where attendees with similar interests or backgrounds can gather to discuss specific topics in-depth.
- **Networking Lounges:** Set up designated networking lounges or areas within the event venue where attendees can relax, connect, and engage in conversations away from the hustle and bustle of the main event.
- **Interactive Networking Games:** Introduce interactive networking games or challenges that encourage attendees to interact with each other while having fun and building relationships.
- **Hosted Networking Tours:** Arrange guided tours or excursions to local attractions or points of interest, providing opportunities for attendees to network while exploring the host city together.
- **Peer-to-Peer Mentoring Sessions:** Facilitate peer-to-peer mentoring sessions where attendees can share their expertise, seek advice, and exchange insights in a supportive environment.
- **Networking Breakfasts:** Start the day with networking breakfasts where attendees can kick-start their morning with meaningful conversations and connections over a meal.
- **Virtual Networking Events:** Organize virtual networking events such as online meetups, webinars, or discussion forums, allowing attendees to network remotely and connect with peers worldwide.

40 NETWORKING IDEAS

- **Hosted Networking Activities:** Plan hosted networking activities such as team-building exercises, scavenger hunts, or group challenges that promote collaboration and relationship-building among attendees.
- **Networking Round Robin:** Implement a networking round-robin format where attendees rotate through designated stations or tables to meet different individuals and exchange contact information.
- **Open Mic Networking Sessions:** Offer open mic networking sessions where attendees can share their thoughts, ideas, or elevator pitches with the group, fostering engagement and conversation among participants.

Tech & Tools for Events Planning

Practically Perfect PA
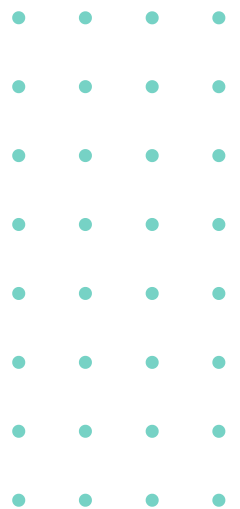
20 CHATGPT PROMPTS FOR EVENTS ORGANISING

- ✓ Create a detailed event planning checklist for a corporate retreat.

- ✓ Draft an invitation email for a fundraising gala, including key details and an RSVP link.

- ✓ Generate a budget template for a small business conference, including estimated costs for venue, speakers, and catering.

- ✓ Develop a marketing strategy for promoting an online workshop on social media platforms.

- ✓ Compile a list of potential sponsors for a tech startup pitch event and draft a sponsorship proposal.

- ✓ Design a feedback survey for post-event evaluation of a virtual training session.

- ✓ Outline a risk management plan for an outdoor music festival, considering weather, security, and health safety protocols.

- ✓ Create an agenda for a day-long leadership seminar, including time slots for keynote speeches, breakout sessions, and networking breaks.

- ✓ Draft a press release for the launch of a new art exhibition, highlighting featured artists and opening night activities.

- ✓ Build a volunteer recruitment and assignment plan for a charity-run event.

- ✓ Design a floor plan layout for an industry trade show, including booths, stages, and attendee flow.

- ✓ Develop a catering menu for a wedding, considering dietary restrictions and seasonal ingredients.

- ✓ Create a timeline for planning and executing a high school reunion, from initial planning stages to the day-of-event logistics.

- ✓ Draft a contract template for event vendors, covering payment terms, cancellation policies, and service expectations.

- ✓ Generate a list of engaging activities for a team-building event, suitable for both in-person and remote participants.

20 CHATGPT PROMPTS FOR EVENTS ORGANISING

- Plan a sustainable event strategy, focusing on minimizing waste and promoting eco-friendly practices for a community fair.

- Outline a communication plan for event staff during a large conference, including pre-event briefings and day-of coordination methods.

- Create a checklist for selecting an event venue, considering factors like capacity, location, amenities, and cost.

- Generate a budget template for a small business conference, including estimated costs for venue, speakers, and catering.

- Develop a theme and decor ideas for an annual corporate holiday party.

- Write a guide for attendees on how to get the most out of participating in a virtual book fair, including tips on networking and session selection.

PROJECT MANAGEMENT TOOLS FOR EVENTS

- **Airtable:** A versatile platform for designing customised applications, managing tasks, tracking budgets, and organising event data and files. It offers templates specifically tailored for event management.

- **Asana:** A project management software that helps organise pre-event campaigns, track task progress, automate workflows, and manage event-related files. It offers event planning templates and customisable workflows.

- **Joi:** An event-specific platform designed for collaboration, with features tailored to streamline event planning processes. It offers simple pricing and extensive tutorials for user support.

- **Monday.com:** A no-code development platform that allows users to create customised project management solutions. It offers event management templates and customisable dashboards for tracking tasks, budgets, and registrations.

- **Smartsheet:** A spreadsheet-like platform that combines the collaborative features of Google Sheets with the power of Excel. It offers event management templates and integrations with various other software services.

- **Trello:** A project and task management tool with a simple cards and columns interface. It offers easy-to-use task organisation, dashboards, automation, integrations, and calendar management features.

- **Google Docs:** While mentioned in comparison to Microsoft Office, Google Docs remains a valuable tool for collaborative document creation and editing, including event planning documents, agendas, and schedules.

- **Google Sheets:** Another component of the Google Workspace suite, Google Sheets offers collaborative spreadsheet creation and editing capabilities, which are useful for tracking budgets, RSVPs, and other event-related data.

- **Google Calendar:** An essential tool for scheduling and coordinating event dates, meetings, and deadlines. It offers shared calendars, event reminders, and integration with other Google Workspace applications.

- **Microsoft Teams:** While initially mentioned in the comparison to Microsoft Office, Teams offers robust collaboration features suitable for event planning, including chat, video meetings, file sharing, and integration with other Microsoft Office applications.
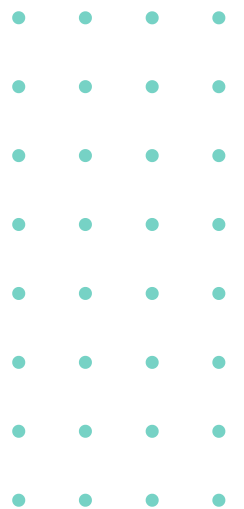
EVENT MANAGEMENT TECHNOLOGY

- **Eventbrite:** A popular platform for event planning, ticketing, and promotion, offering features for event creation, ticket sales, attendee management, and event analytics.

- **Cvent:** Comprehensive event management software providing tools for event registration, venue sourcing, event marketing, budget management, attendee engagement, and more.

- **Attendify:** An event management platform offering features for event registration, mobile apps, networking, engagement, and analytics to create interactive and engaging events.

- **Bizzabo:** A comprehensive event management platform that offers tools for event registration, website creation, marketing, networking, engagement, and analytics to create impactful events.

- **Whova:** An all-in-one event management platform that offers features for event registration, attendee networking, engagement, event agenda, sponsorships, and more, accessible via web and mobile app.

- **Splash:** An event marketing platform offering tools for event creation, promotion, registration, ticketing, attendee management, and post-event analysis to create and manage successful events.

- **RegFox:** A customisable event registration and ticketing platform that offers features for event creation, registration form customisation, ticket sales, payment processing, and attendee management.

- **HeySummit:** A platform for hosting virtual summits and online events, offering features for event creation, speaker management, session scheduling, attendee engagement, and analytics.

- **Hubilo:** An event management platform providing tools for event registration, website creation, marketing, attendee engagement, networking, and analytics for both in-person and virtual events.

- **Gather:** A platform offering venue management and event planning tools, including features for event booking, guest list management, floor plan design, catering coordination, and event communication.

Virtual Events

Practically Perfect PA

CHECKLIST

VIRTUAL EVENT ROADMAP

SETTING OUT THE BASICS	DELIVERY DATE
Decide on business strategy	
Identify three pillars and areas to concentrate on	
Decide on type of virtual event to run	
Draft budget	
Settle provisionally on duration and overall format	
Set objectives (taking advantage of digital delivery)	
Complete value proposition for all stakeholders	
Break down and list the "unique" aspects of your event	
Complete pricing matrix for attendees	
Complete commercial partner packages	
Draft event outline - designed for digital	
END OF PHASE ONE	

VIRTUAL EVENT ROADMAP

DESIGNING FOR DIGITAL	DELIVERY DATE
Consider roles and resources for team and other stakeholders	
Deciding on event tech stack needed	
Overview of main platform "Destination Platform" look and feel	
Shortlist and sourcing event tech/suppliers	
Outline how to extend lifespan of the event	
Complete Marketing Strategy	
Sourcing/Contacting speakers	
Decide on tech stack/suppliers	
Set up accounts, signing contracts etc.	
Content/Programme - How to create engaging content - Designing for digital - Texturising content - Live/Semi-live/Prerecorded - Dealing with online fatigue	
Designing speaker support	
Creating connections - Maximising networking - Maximising peer-to-peer - Maximising exchange	

VIRTUAL EVENT ROADMAP

DESIGNING FOR DIGITAL	DELIVERY DATE
Decide and communicate role and engagement of commercial partners	
END OF PHASE TWO	

BRINGING YOUR EVENT TO LIFE	DELIVERY DATE
Master broadcast platform	
Master event tech stack	
Set up test event / dry run event	
Joining instructions and onboarding - Attendees - Hosts, facilitators, moderators - Speakers - Exhibitors - Sponsors	
Write FAQs	
Set roles and responsibilities	
Complete the overall event schedule/operations guide	
Create production schedule for producer/s	
Make calls, and further support for speakers and other stakeholders	
Edit pre-recorded content	

VIRTUAL EVENT ROADMAP

BRINGING YOUR EVENT TO LIFE	DELIVERY DATE
Upload pre recorded content	
Set up the main event	
Set up test event / dry run event	
Run test / dry run event	
Brief all event staff inc hosts, moderators	
END OF PHASE THREE	

HOSTING A VIRTUAL EVENT

- ☐ **Define Measurable Objectives:** Ensure you have clear, measurable goals for why you're hosting the event. Confirm that a virtual format is the best way to achieve these objectives.

- ☐ **Research Platforms Early:** Start your platform search at least one month in advance. Explore live production platforms and webinar options to find the best fit for your event's needs.

- ☐ **Select the Right Platform:** Choose a platform based on your event's size, content amount, and the importance of interactive elements. Opt for a reliable platform that suits your specific requirements.

- ☐ **Ensure a Strong Internet Connection:** Prioritize a high-quality internet connection to avoid broadcasting issues. This is a critical factor in your venue selection.

- ☐ **Prepare Speakers, Exhibitors, and Sponsors:** Select high-quality speakers and provide thorough briefings. Offer tutorials and support for recording their sessions to ensure content quality.

- ☐ **Enhance Your Content:** Make your content engaging and easy to follow. Utilise white space and ensure presentations are visually appealing to maintain audience attention.

- ☐ **Edit Pre-recorded Content:** Adjust video and audio quality as needed, add visual enhancements, and optimise file sizes for smooth streaming. Familiarize yourself with video editing tools.

- ☐ **Conduct a Test Event:** Run a trial of your event to troubleshoot and adjust for any technical issues. This will also help familiarise your team and attendees with the event flow.

- ☐ **Implement Live Support:** Set up a system to offer immediate help during the event. Prepare responses for common issues to provide quick and effective solutions.

- ☐ **Optimise Broadcasting Environment:** Choose a comfortable, well-lit location for hosting or managing the event. Ensure it supports the needs of your team and the event's duration.

VIRTUAL EVENT PRODUCTION

TECHNICAL SETUP:

- [ ] Platform Selection: Choose a suitable virtual event platform based on the event requirements, audience size, and desired features. Ensure compatibility with various devices and operating systems for seamless access.

- [ ] Internet Connection: Verify stable and high-speed internet connectivity for hosting and participating in the virtual event. Consider backup internet options or mobile hotspots in case of connectivity issues.

- [ ] Audio-Visual Equipment: Test audio and video equipment, including microphones, cameras, and speakers, to ensure clear and high-quality audio-visuals. Optimise lighting and camera angles for optimal visibility and engagement.

- [ ] Screen Sharing and Presentations: Prepare presentation materials and slides for screen sharing during presentations or sessions. Test screen-sharing functionality to ensure smooth transitions and clear visuals.

PLATFORM MANAGEMENT:

- [ ] Platform Setup: Set up virtual event platform accounts, registration pages, and event listings with relevant details and information.Customise branding elements such as logos, colours, and backgrounds to align with the event theme.

- [ ] User Support: Provide technical support and assistance for attendees, speakers, and moderators before and during the event. Set up a helpdesk or support channels for troubleshooting issues and answering questions in real-time.

- [ ] Security and Privacy: Implement security measures such as password protection, encryption, and user authentication to safeguard against unauthorised access. Ensure compliance with data privacy regulations and policies when collecting and handling attendee information.

- [ ] Audience Engagement Tools: Utilise interactive features such as polls, Q&A sessions, chat rooms, and virtual networking lounges to engage attendees. Encourage audience participation and interaction through live polls, surveys, and interactive sessions.

AUDIENCE ENGAGEMENT STRATEGIES:

- [ ] Content Planning: Develop a compelling agenda with engaging content, speakers, and sessions tailored to the target audience's interests and preferences. Incorporate a mix of formats such as presentations, panel discussions, workshops, and interactive activities to keep attendees engaged.

- [ ] Pre-Event Promotion: Promote the virtual event through various channels such as email, social media, websites, and online communities to attract attendees. Create teaser content, trailers, and promotional materials to generate excitement and anticipation leading up to the event.

VIRTUAL EVENT PRODUCTION

☐ Live Event Management: Monitor event proceedings in real-time to ensure smooth execution and promptly address any technical issues or disruptions. Manage session transitions, speaker introductions, and audience interactions to maintain engagement and momentum throughout the event.

☐ Post-Event Follow-Up: Gather feedback from attendees through post-event surveys, evaluations, or feedback forms to assess satisfaction and gather insights for future improvements. Share post-event content, recordings, and resources with attendees to extend the event's value and provide opportunities for continued engagement.

SPEAKER ENCOURAGEMENT EMAIL TEMPLATE FOR VIRTUAL EVENTS

Subject: Support for your upcoming virtual presentation

Dear [Speaker's Name],

I hope you're doing well and are excited about your upcoming session at [Event Name]. We are fully committed to ensuring your presentation at [Event Name] meets and exceeds our audience's expectations.

In anticipation of your forthcoming presentation, we would like to offer some support in helping you put your presentation together for our online audience. We hope these tips help you optimise and enhance your content's delivery, ensuring it resonates deeply and effectively with a virtual audience. Here are some essential tips to elevate your virtual presentation:

1. Beyond sharing knowledge, aim to connect and captivate your audience. Strive for a keynote vibe that leaves attendees inspired and eager for more.
2. Traditional slide presentations often need to be revised in virtual settings. You should focus on direct engagement rather than using bullet points to hold attention.
3. You can use slides to structure your talk and then share them post-session as a takeaway, keeping the live presentation dynamic and interactive.
4. Virtual stages demand flexibility. Promptly solicit feedback and be prepared to adjust your delivery based on audience responses.
5. You can incorporate intentional breaks in your presentation to re-engage attention, using direct questions, emojis, or interactive polls every few minutes.
6. To maintain engagement in longer sessions, alternate between speaking, videos, exercises, and Q&A. Variation keeps the energy high and the audience invested.
7. Familiarise yourself with the event platform's features, such as polls and stage invitations, to seamlessly integrate interactive elements into your presentation.
8. Consider that attendees may rewatch your session. Craft your content to be equally impactful on subsequent viewings, embedding deeper insights for those revisiting your talk.
9. Embrace technology like Ecamm Live to enhance your presentation with video overlays, interactive elements, and a more engaging visual presence.

We hope these tips are helpful to you. We're here to support you every step of the way. Please don't hesitate to reach out if you have any questions or need more help.

Best regards,
[Your Name]

PLANNING A HYBRID EVENT

PRE-EVENT PLANNING:

☐ **Define Event Objectives:** Determine the goals and objectives of the hybrid event, considering both the in-person and virtual audience's needs.

☐ **Choose Event Format:** Decide on the format of the hybrid event, including how the in-person and virtual components will be integrated.

☐ **Select Venue(s):** Choose a physical venue for the in-person component of the event, ensuring it offers the necessary technology and amenities for both in-person and virtual attendees. Select virtual event platforms or streaming services for hosting the virtual component of the event

☐ **Plan Technology Requirements:** Determine the technology requirements for both in-person and virtual attendees, including audio-visual equipment, live streaming capabilities, virtual event platforms, and internet access.

☐ **Develop Event Agenda:** Create a detailed agenda for the hybrid event, outlining session topics, speakers, activities, breaks, and networking opportunities for both in-person and virtual attendees.

☐ **Coordinate Speakers and Presenters:** Secure speakers and presenters for the event, ensuring they are comfortable delivering presentations both in-person and virtually. Provide guidance on presentation formats and technology requirements.

☐ **Promote the Event:** Develop a marketing plan to promote the hybrid event to both in-person and virtual audiences. Utilise multiple channels, including email, social media, websites, and online advertising, to reach potential attendees.

EVENT EXECUTION:

☐ **Setup Physical Venue:** Prepare the physical venue for the in-person component of the event, including signage, seating arrangements, audio-visual equipment, and networking areas.

☐ **Test Technology:** Conduct thorough testing of technology systems and equipment, including audio-visual setup, live streaming capabilities, virtual event platforms, and internet connectivity.

☐ **Manage Virtual Component:** Launch and manage the virtual component of the event, ensuring virtual attendees have access to live streams, interactive sessions, networking opportunities, and support channels.

PLANNING A HYBRID EVENT

☐ Facilitate Engagement: Encourage engagement and interaction among both in-person and virtual attendees through Q&A sessions, polls, chat features, and networking activities.

☐ Provide Support: Offer technical support and assistance to both in-person and virtual attendees throughout the event, addressing any issues or concerns promptly.

POST-EVENT FOLLOW-UP:

☐ Gather Feedback: Collect feedback from both in-person and virtual attendees to evaluate the event's success and identify areas for improvement.

☐ Analyse Data: Analyse data and metrics from the hybrid event, including attendance numbers, engagement levels, session feedback, and virtual attendee interactions.

☐ Follow-Up Communications: Send follow-up communications to attendees, including thank-you messages, session recordings, presentation materials, and next steps.

☐ Evaluate ROI: Evaluate the return on investment (ROI) of the hybrid event, considering both qualitative and quantitative factors such as audience satisfaction, brand visibility, and business outcomes.

☐ Document Lessons Learned: Document lessons learned from organising the hybrid event, including successes, challenges, and best practices for future hybrid events.

40 VIRTUAL TEAM BUILDING IDEAS

- **Virtual Coffee Breaks:** Schedule regular virtual coffee breaks where team members can join a video call to chat and catch up informally.
- **Online Trivia Night:** Host a virtual trivia night using platforms like Kahoot! or Quizizz, with questions tailored to your team's interests and industry.
- **Virtual Escape Room:** Participate in a virtual escape room challenge where team members work together to solve puzzles and escape within a set time limit.
- **Online Scavenger Hunt:** Organise an online scavenger hunt where team members search for specific items or information within their homes or online.
- **Virtual Lunch and Learn:** Host virtual lunch and learn sessions where team members take turns sharing interesting topics or skills with the group.
- **Remote Book Club:** Start a virtual book club where team members read the same book and discuss it together during scheduled meetings.
- **Online Cooking Class:** Arrange for a virtual cooking class where team members follow along with a chef to prepare a meal together over a video call.
- **Virtual Team Challenges:** Create weekly or monthly challenges for team members to complete individually or in small groups, such as fitness challenges, creative challenges, or productivity challenges.
- **Virtual Talent Show:** Organise a virtual talent show where team members showcase their talents, hobbies, or hidden skills via video call.
- **Online Team Games:** Play multiplayer games together, such as Among Us, Jackbox Party Pack, or online board games.
- **Virtual Happy Hours:** Host virtual happy hours or cocktail parties where team members can relax, socialise, and unwind over drinks.
- **Remote Movie Night:** Coordinate a virtual movie night where team members watch a movie simultaneously and discuss it afterwards via video call.
- **Online Team Building Workshops:** Participate in virtual workshops on team building, communication skills, or personal development topics.
- **Virtual Office Olympics:** Organise virtual office Olympic games or challenges, such as virtual relay races, trivia competitions, or DIY crafts.
- **Remote Team Challenges:** Set up team challenges that encourage collaboration and problem-solving, such as building a virtual Lego model together or completing a digital escape room.
- **Virtual Volunteer Activities:** Coordinate virtual volunteer activities where team members can remotely contribute to charitable causes or community projects.
- **Online Mindfulness Sessions:** Host virtual mindfulness or meditation sessions to promote relaxation and stress relief among team members.
- **Remote Show and Tell:** Arrange a virtual show and tell session where team members share interesting objects, hobbies, or experiences with the group.
- **Virtual Team Building Bingo:** Create customised bingo cards with team building tasks or challenges, and encourage team members to complete them throughout the week or month.
- **Online Icebreaker Games:** Start virtual meetings with icebreaker games or activities to help team members get to know each other better and build rapport.

40 VIRTUAL TEAM BUILDING IDEAS

- **Virtual Escape Room Challenge:** Engage in an online escape room experience where teams work together to solve puzzles and escape within a specified time frame.
- **Virtual Office Tours:** Have team members give virtual tours of their home offices, sharing tips and tricks for creating an ideal work environment.
- **Remote Yoga or Fitness Classes:** Schedule virtual yoga or fitness classes led by a qualified instructor, allowing team members to participate from home.
- **Digital Art or Drawing Session:** Host a virtual art or drawing session where team members create artwork using digital drawing tools or apps.
- **Online Cooking Competition:** Organise a virtual cooking competition where team members prepare dishes based on a theme or challenge and present their creations via video call.
- **Virtual Team Awards Ceremony:** Recognise team members' achievements and contributions with a virtual awards ceremony, complete with custom awards and virtual trophies.
- **Online Team Building Games:** Play online multiplayer games specifically designed for team building, such as virtual team-building platforms or collaborative online puzzles.
- **Remote Language Exchange:** Facilitate language exchange sessions where team members can practice speaking different languages with each other via video call.
- **Virtual Talent Swap:** Arrange a virtual talent swap where team members teach each other new skills or hobbies during scheduled sessions.
- **Digital Pet Show:** Host a virtual pet show where team members introduce their pets to the group and share fun stories or talents.
- **Online Mind Mapping Session:** Collaborate on a virtual mind mapping session using tools like Miro or MURAL to brainstorm ideas, plan projects, or solve problems together.
- **Virtual Team Building Challenges:** Create themed team-building challenges or competitions over several days or weeks, encouraging teamwork and creativity.
- **Remote DIY Craft Workshops:** Arrange virtual DIY craft workshops where team members create handmade crafts or projects together over a video call.
- **Virtual Music Jam Session:** Host a virtual music jam session where team members play instruments, sing, or share their favourite songs with the group.
- **Online Storytelling Circle:** Organise a virtual storytelling circle where team members take turns sharing personal anecdotes, experiences, or stories.
- **Digital Puzzle Race:** Compete in a virtual puzzle race where teams race against the clock to complete online puzzles or brainteasers.
- **Remote Team Building Retreat:** Plan a virtual team-building retreat with interactive workshops, activities, and bonding sessions over multiple days.
- **Virtual Plant Care Workshop:** Host a virtual plant care workshop where team members learn about indoor gardening, plant care tips, and sustainable practices.
- **Online Board Game Night:** Play virtual board games together using online gaming platforms or digital versions of classic board games.
- **Digital Trivia Tournament:** Organise a virtual trivia tournament with different rounds of trivia questions covering various topics and themes.