

Tips for... Organizing an event



BEFORE THE EVENT

Define the event objectives, targets, key messages, speakers and the required format.

Determine the budget for the event and define the dedicated resources. Produce a reverse schedule. Manage the logistics and role of each individual.

Promote the event.



Write a guidance note defining the precise format and schedule for the event and produce an outline for the presentations.



Write a list of anticipated expenses, find a suitable venue, and contact a caterer, photographer, or videographer if needed. Request quotes for these services.



Plan a "Save the date" mailshot to invite guests. Promote the event via your communication channels (internet, social media and press media if necessary). Send out a reminder invitation.

DURING THE EVENT

Assign tasks to people.

Manage the responsibilities of each individual to ensure the event runs smoothly.



Welcome the speakers, journalists, VIPs, and guests. Appoint a dedicated on-site coordinator to oversee the event.



Ensure that audiovisual equipment is functioning properly and that each participant completes their assigned tasks, and coordinate the work of service providers.

AFTER THE EVENT

Thank all the participants and promote the event externally.

Capitalize on the event and draw on the lessons learned to optimize future events.



Communication after the event: publicize photos and videos, thank the participants, disseminate content on the event, etc.



It is important to **collect feedback** from participants, analyze the attendance and engagement data, and then share this data.

