



1. Establish Goals

Purpose and outcome to be achieved during conference. Make sure this is documented so as to not lose focus of event purpose as you go along the planning phase

2. Budget Plan

Do you have a conference budget for the planned event?

Will you require sponsorship?

3. Select Date

When choosing a date, keep the following in mind:

- School holidays and/or major public holidays
- Days that that make sense
- Consider the schedules of speakers
- Your ideal venue is available

4. Choose Location/Venue/Suppliers

- Consider if you have a budget to take your meeting event off-site
- Choose a venue that is different to general office settings, so that the trip is worthwhile
- Consider venues with outdoor spaces that you could combine fun teambuilding activities or outdoor dining
- When choosing the venue, consider what vendors/suppliers are available for you in this area. Is your budget large enough to cover expenses of suppliers/vendors travelling from far?
- When choosing a venue, consider: safety, disabled facilities, on-site catering, recreational activities onsite for the attendees, accessibility
- Don't forget, **cost**. Do not forgo a venue if their initial quote is above your budget. Be open to negotiate and see what can be offered to you

5. Once your venue is chosen, ensure you receive a contract for your booking with venue terms as well as invoice to process the payments for your event to go ahead

6. Choose a Theme

7. Prepare presentations – research speakers, collect presentations if you are the central point of combining several speakers content for the event.



8. Send event invitations to delegates. Remember to request notes of any dietary requirements and/or allergies to be catered for
9. Design and prepare conference and events information packs to be sent to attendees two weeks prior to event
10. Prepare all event stationery:
 - Pads and pens
 - Conference bags
 - Badges and lanyards
 - Certificates/awards for attendance of company awards
 - Printed conference programme
 - Order on-site signage or banners
11. Make Travel arrangements
 - Consider where your delegates will be travelling from. Book flights, arrange transfers or busses for the group to travel together

Three weeks prior to event

12. Confirm event/conference agenda and all details with chosen venue:
 - Attendee list and indicate important delegation
 - Arrival time
 - All menus: remember to relay dietary requirements
 - Special AV requirements
 - Full agenda for duration of event: meal times, activities
 - Confirm beverage requirements; will you have a time
 - Advise if there will be special team building activities hosted and what is required from the venue
 - Venue layout; seating style and special furniture you may require
13. Relay when you will require access to the venue for set up, and if you will need set up support or you will bring your own team
14. Plan to send all stationery material for signage and conference packages to the venue, at least 7 days prior to the event so that you need not have a lot to take for set up
15. Send welcome mail to delegates: information on parking, flight information and transfers as well as directions on how to get to the venue.



Special packing requirements to prepare them for any activities that they may be doing during the event

One day before event day

16. Put up branding material/posters and all conference packages and delegate list for registration
17. Test AV equipment as well as presentation
18. Set up registration table
19. Arrange for room drops or special welcome gifting for attendees.
20. Reconfirm suppliers/vendors arrival time and all is on track
21. Do final check and required updates to venue layout and set up.
22. Meet the venue team that will be running the event

Relax it's almost event day...

On Event day

23. Welcome delegates and hand out conference packs and name badges
24. Have the venue team support you in showing guests seating in venue and restrooms
25. Complete welcoming and registration
26. Eat. Breathe and enjoy
27. Check up on the delegates at all intervals. Action and apply necessary updates
28. Breathe, drink water and don't forget to eat.
29. Stay focused on the goals. Remember to have fun as you are part of the team too.

At the end of the event

30. Collect badges and conference stationery unutilized
31. Pack up banners and posters
32. Hand out evaluation forms before delegates leave
33. Hold short debrief with venue host on how the event went: observations, things to improve and don't forget to thank your entire team



BRAHMAN HILLS
— Creating harmony, together —

Post Event

34. Send thank yous to attendees, facilitators, speakers and host venue
35. Review and analyse attendees feedback on event and compile your event report
This to be shared with venue for their records
36. Collect and review final event invoice and submit to your accounts department for final processing.



BRAHMAN HILLS

— Creating harmony, together —



BRAHMAN HILLS
— Creating harmony, together —

36. Take a holiday. We've seen chairs try to jump straight back into teaching after organising a conference; it ain't pretty. Budget some time and give yourself a much-needed break once all the madness is over.