

How to put on the perfect event!

The Ultimate EVENT CHEAT SHEET

Planning the event

Once you've established your event goals and objectives, you'll need to find a venue that can accommodate your requirements on your date/s of choosing. Most venues will require you to complete a booking form & pay an event deposit.



Start with an event budget, allowing for venue hire, food & beverage, audio-visual and other required equipment, guest speakers' fees and travel arrangements. If your event goal is to make a big impact on invited guests, you may want to allocate some resource to theming and décor.

Consider ALL weather possibilities – Do you have a wet weather contingency plan?



Be mindful of other events that might have an impact on yours... check the social calendar locally!

Create & launch your event PR plan

You may choose to market the event entirely online (design an attention-grabbing e-Invitation) or go the more traditional route of printed materials and invitations. Whichever you choose, make sure you get as much brand exposure as possible, and use every medium possible to promote the event (to your applicable audience).



Make use of Facebook's "Event Page" functionality to maximise publicity about your event. Perhaps you want to create a promotional video to share across YouTube and Facebook too.

If your event is featuring a well-known speaker or compere, make a noise about it!

Some events will have sponsorship or partnership opportunities. Identify these early to maximize the relationship with these event partners.

Keep pushing your event on social media – don't just do it once!

Preparation ahead of the event



Guest Registration

Make it easy for guests to register for your event – make use of easy online platforms like Eventbrite and Ticket Tailor.



Finer Details

Having a high-value event – you may want to consider event insurance.

Make sure your venue (and any external contractors) have the requisite public liability insurance.

Do any of the activities you have planned require any special permits or licenses?

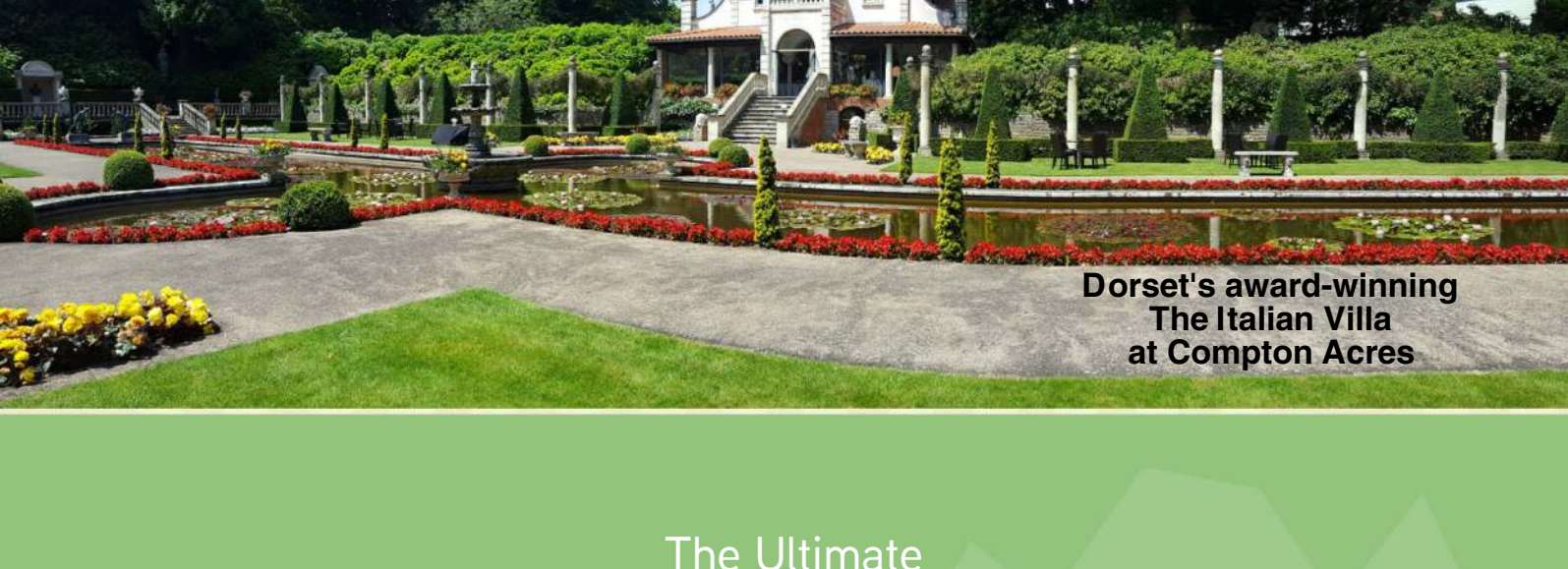
Do you require any additional security for your event?



Accessibility

Does your venue have a lift to all floors being used for the event?

Do they have toilets for disabled guests?



Dorset's award-winning The Italian Villa at Compton Acres

The Ultimate EVENT CHEAT SHEET

(continued...)

Timing is everything!

How far in advance should I invite my guests?

Invite people too early, there's a chance that they'll forget about the event. Invite them too late, and their calendars may be full!

In our experience, the optimal time to invite someone is 6-8 weeks ahead of your event. Crucially, this includes the media – their diaries fill up fast!

Have you booked a photographer? Sometimes the media can't attend, but will want "society" style shots for their publication!

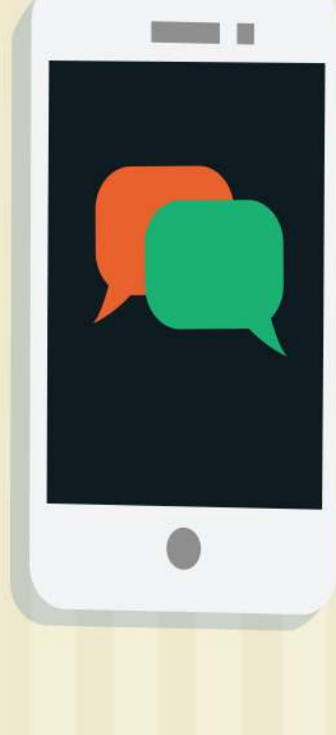


If you haven't had an RSVP from guests, chase them up 3-4 weeks before the event. Send an event reminder to all registered guests around 7-10 days ahead of the event.

Remind the media too.

In your reminder email, include a useful parking map, so that guests know where to park on the day. Providing travel information is useful too.

Firm up any final details with your guest speakers 4-6 weeks ahead of the event. Get another press release out about keynote speakers, celebrities, dignitaries, VIPs and any other honourees. Remember to ask your event partners to share your news too.



Plan your agenda for the event. A firm running order will ensure that everything is kept to time. Remember to allow for breaks and meal times as necessary.



Are you giving out any promotional gifts, or handing out any trophies or awards? Give yourself a good 2-3 month lead time for these (* some items will take longer to produce).

2 weeks ahead of the event, collate all RSVP's and create any necessary table plans.

REMEMBER TO ASK GUESTS IF THEY HAVE ANY DIETARY REQUIREMENTS!

Give your final guest numbers & any special diets to your venue & caterer.

Print and create name badges (if you're planning on using them).

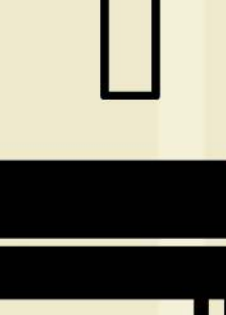
Make sure banners are available for maximum brand exposure. Practice putting them up before the day of the event!

20 Managing the Event On the day 16



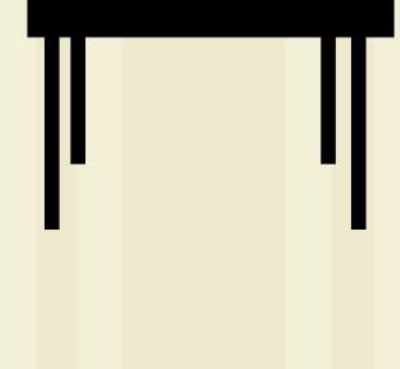
Before guests arrive, make sure you've tested the A/V equipment, including any projectors and microphones to be used.

Make your guests feel welcome by having clear signage and branding at the venue's entrance.



A good venue will always provide you with an Event Manager to look after you for the entirety of your event. If you have any last minute changes or requests, the Event Manager is there to look after these for you.

A Registration table is useful to lay out name badges and to hand out any event literature. Display your table plan visibly at the entrance of the venue. Lay out any promotional materials and gifts.



Remember:

GIVE YOURSELF PLENTY OF TIME ON THE DAY TO SET UP AND TAKE DOWN EQUIPMENT



Dorset's award-winning The Italian Villa at Compton Acres

The Ultimate EVENT CHEAT SHEET

(continued...)

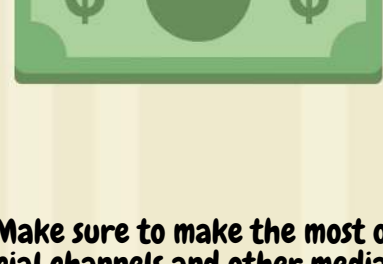
Following the event...

Your event was a great success – HURRAH! But now what?

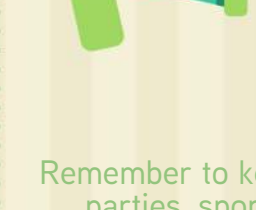


Send "Thank You" emails to guests, speakers, sponsors and partners are essential – and a great way to ask for feedback. Use survey sites like Survey-monkey to create easy online surveys.

Consult your original event budgets, goals and objectives – have these been met?



Make sure to make the most of social channels and other media to highlight the success of the event. Send photos and press releases to the media and event partners.



Make sure you collate (and SHARE!) great testimonials from guests



Remember to keep third parties, sponsors, stakeholders happy - and mentioned in all aspects of the event publicity.



If appropriate, share attendee list contact details with guests

We hope you found this Event Cheat Sheet useful!



For help with your next event in Dorset, get in touch!

- (+44) 01202 816074
- the-italian-villa.co.uk
- info@the-italian-villa.co.uk
- [@theitalianvilla](https://twitter.com/theitalianvilla)
- facebook.com/theitalianvilla

The Italian Villa at Compton Acres is a multi-award winning exclusive-hire venue near Sandbanks in Poole, Dorset, run by the acclaimed Beales Gourmet Catering.

The venue has played host to almost every conceivable event, including corporate conferences, seminars, award ceremonies, AGMs, gala dinners, charity events, weddings, anniversaries, afternoon teas, barbecues, christenings and wakes.

