

Secrets of Successful Events

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How do you define success?

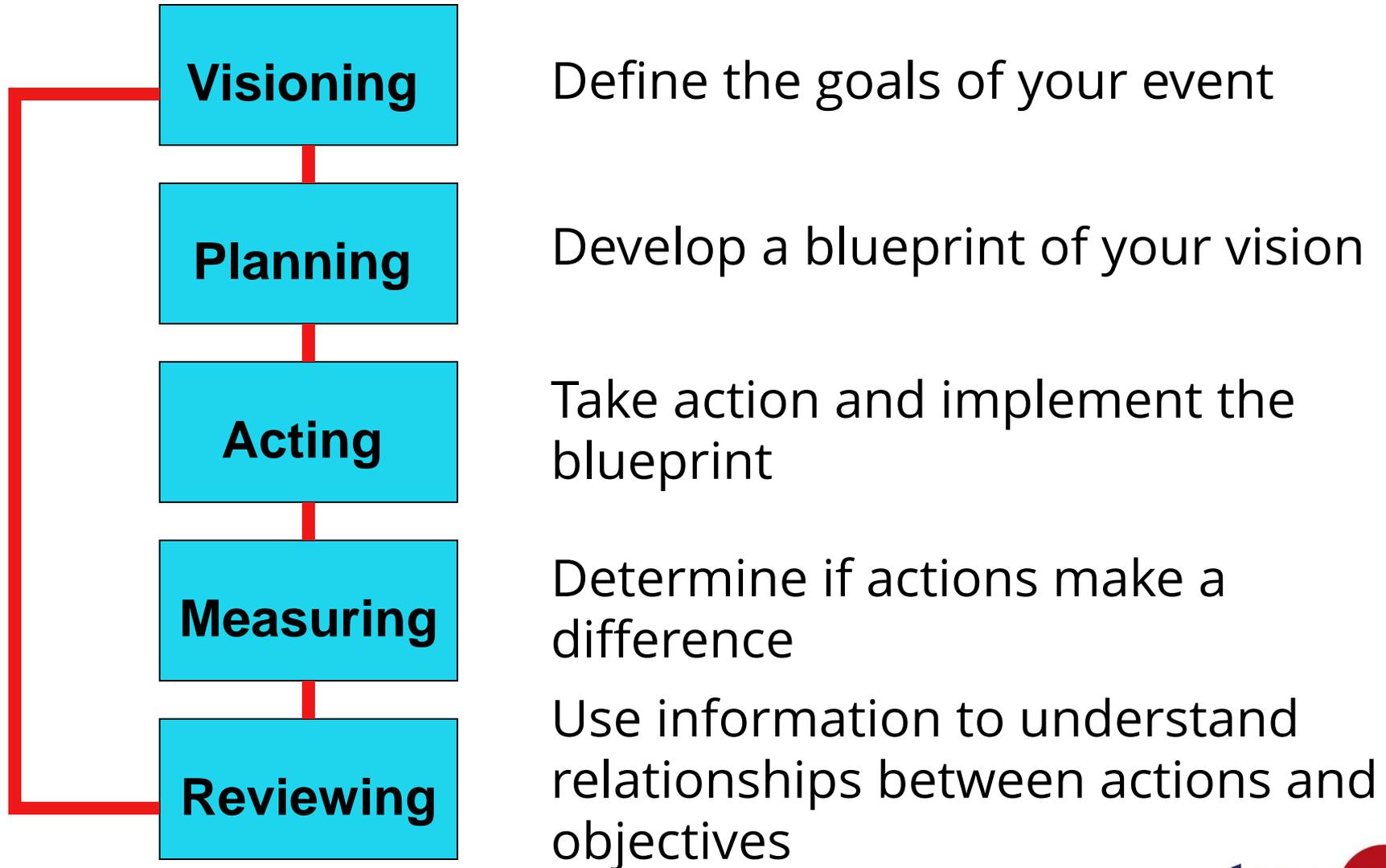
Begin with the end.

Who evaluates?

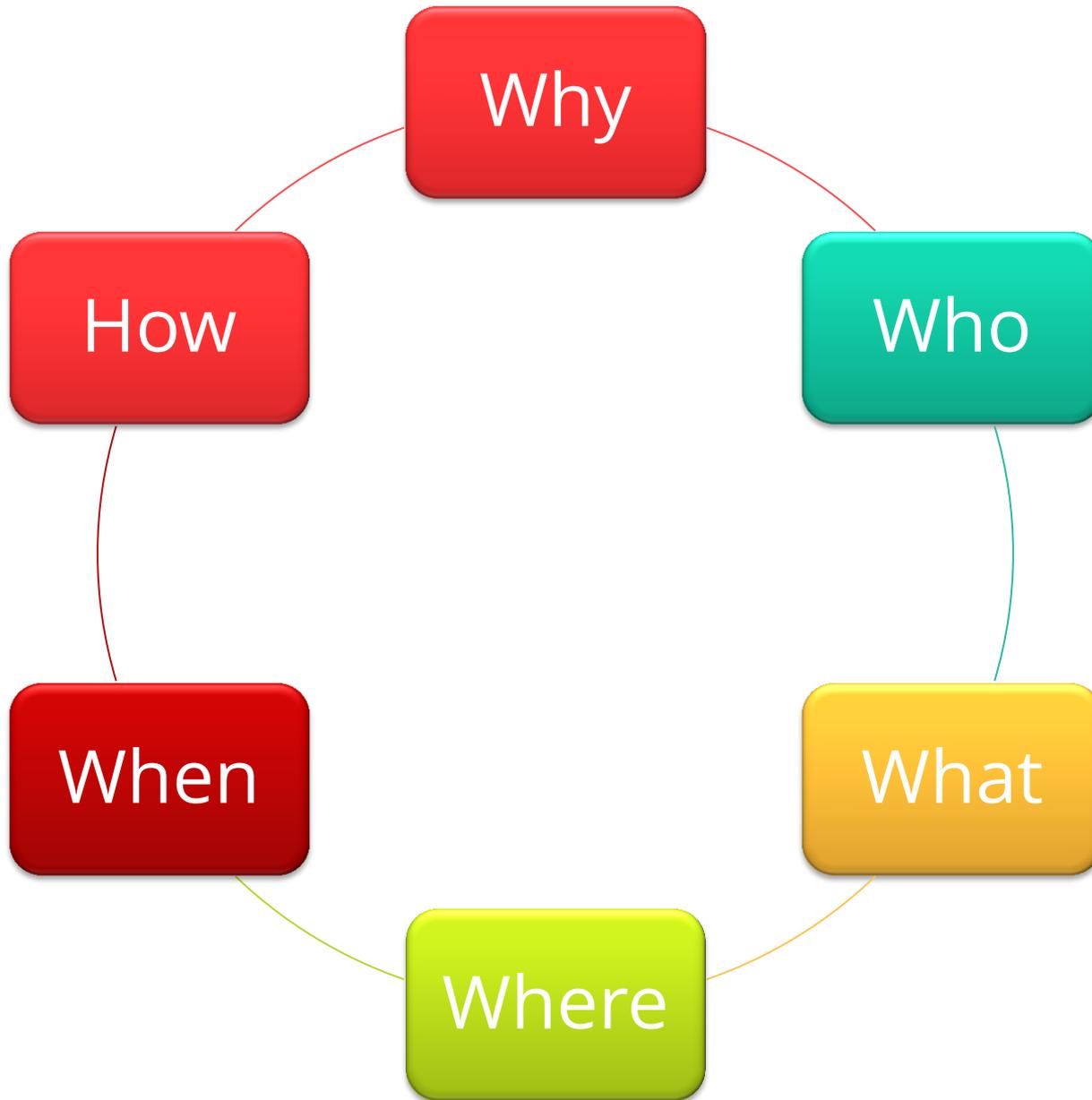


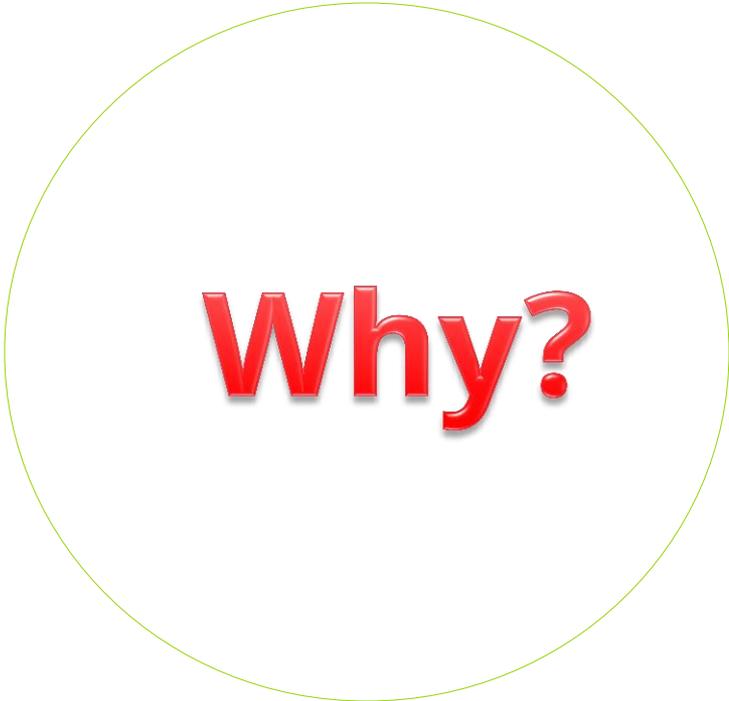
- You, the Conference Manager
- Your Client
- Your Participants
- Your Speakers
- Your Sponsors
- Your Exhibitors
- Your Vendors
- Your Hired Staff
- Your Volunteers

Evaluation Process



Plan strategically





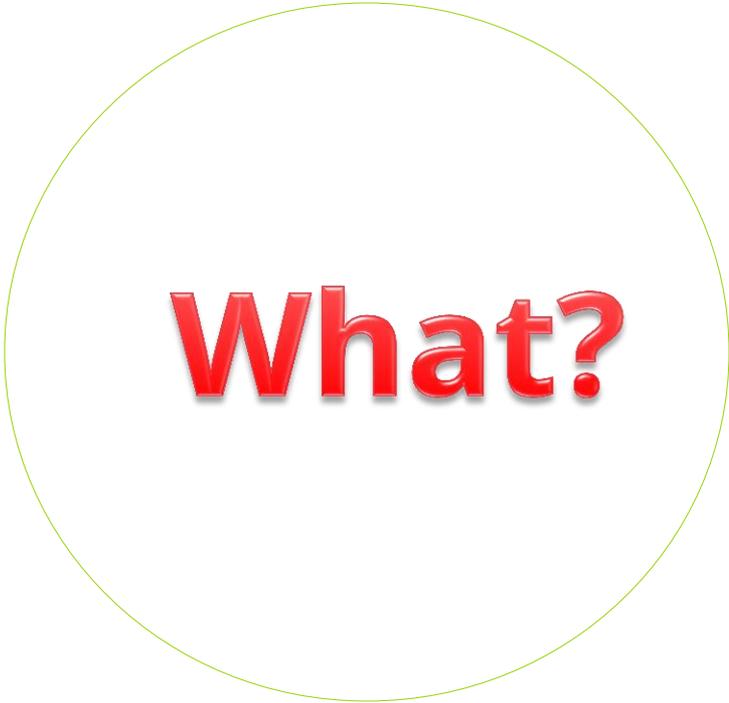
Why?

- Why am I doing this?
- Why will people want to attend my event?
- Why will people pay to attend my event?



Who?

- Who is my target market?
- Who do I get funds from?
- Who do I want to attend?
- Who will help me?



What?

- What do I want to accomplish?
- What kind of event do I want?
- What do I want to happen?
- By what measure will I evaluate the success of this event?
- What do I need to do to make it happen?
- What resources will I need?



Where?

- Where will this take place?
- Where do we feed people?
- Where do we set the stage?
- Where do I house people?
- Where will I hold meetings?
- Where do I get funds?
- Where do I find people?

When?

- When will it take place?
- When do I need to get things done?
- When do I need to have funds in place?
- When do I need to sign contracts, book venues, hire talent, pay venues and caterers, etc.?
- When do we meet to prepare?

How?

- How will the event take place?
- How will I make this happen?
- How will I promote my event?
- How will I get people to buy?
- How will I stage the event?
- How will I pay for this?
- How will I evaluate this event?

Budget correctly

Determine your financial goals

Identify all costs (variable and fixed)

Determine fund sourcing

Calculate potential profit

Understand breakeven

Prepare sensitivity analysis

Track costs and revenues

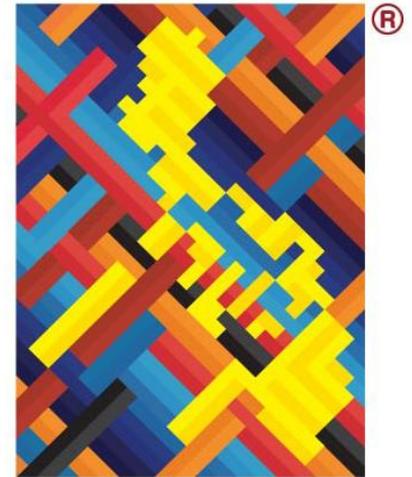
Manage cash flow

Deliver Relevant Content



Give them an experience
like no other

It's more fun in the
Philippines



Ensure Correct Timing

- Determine best date and time
- Avoid mass events
- Watch out for holidays
- Stay away from competing events
- Look at body clock
- Review planned activities

Select the best location

Where are attendees coming from?

Local

- Choose close to freeways and mass transit
- Negotiate free or discounted parking
- Ensure availability of parking facilities

Overseas

- Choose downtown, airport location
- Ensure walking distance to shopping, dining and local attractions

Provide a map with transport and parking information in pre-meeting packet

Be innovative

- Don't limit yourself to hotels, convention centers or restaurants
- Consider chic boutiques, yachts, roller-skating rinks, airport hangars, museums, art gallery
- Tent a parking lot, cater an affair in a covered tennis court, hotel rooftop
- Check out private clubs, restaurants, empty warehouse space

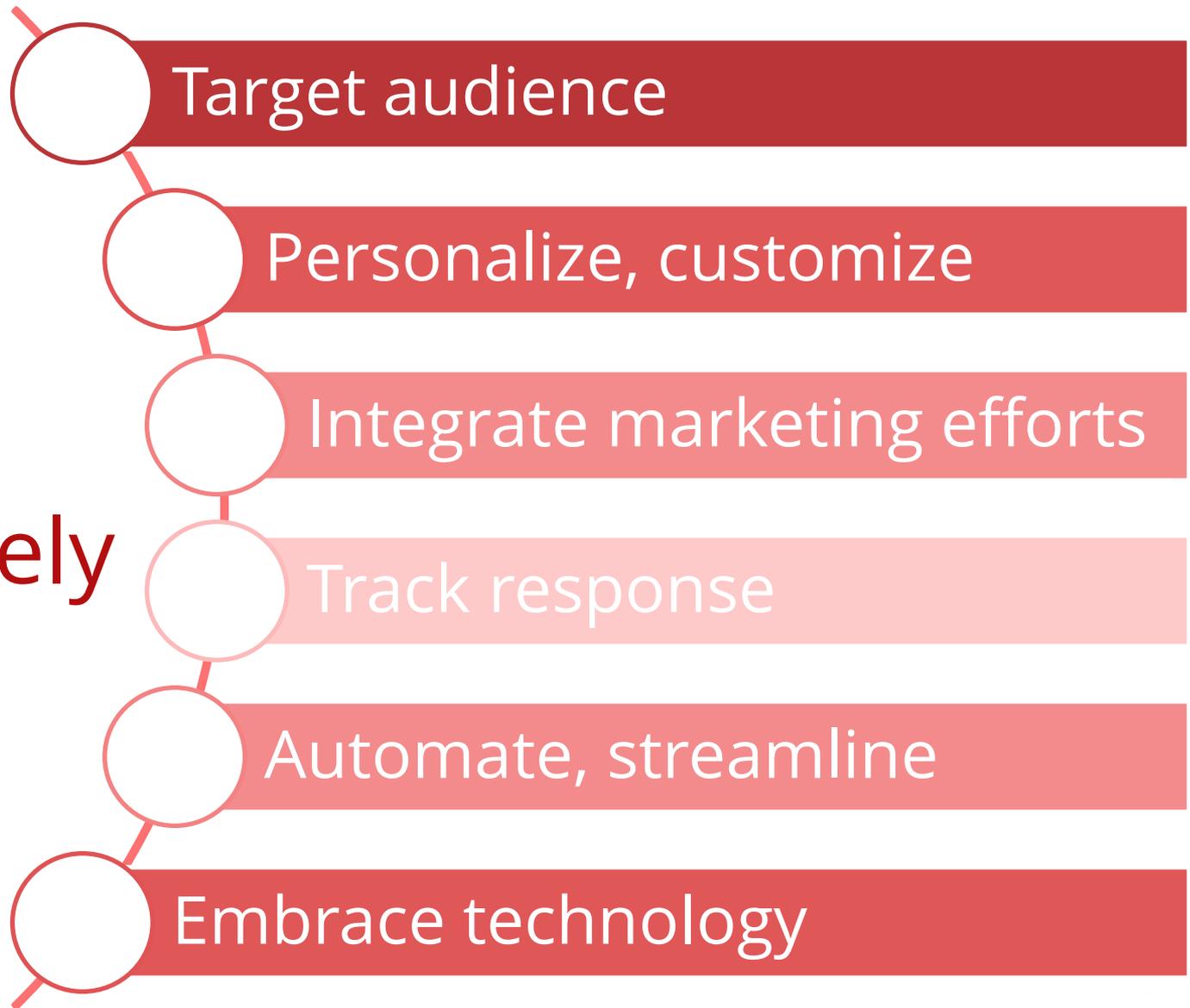
You are limited only by your budget and imagination

- Meeting room rental fee vs. minimum food guarantee
- Booking/deposit/cancellation policy
- Required suppliers, accredited caterers, staff
- Assigned employees on event day
- AV capabilities
- Stage, dressing rooms
- Freight elevator, genie lift
- Storage
- Accessibility
- Parking facilities
- Taxi or public transportation options

- Provide more details but be vague about budget.
- Be careful when committing to rooms per night.
- Review attrition fees. Nego a courtesy room block
- Make sure the group rate is lower than what is posted on their website.
- Check technical concessions.
- Review contract clauses tied to financial liability; nego a cancellation policy in the contract.
- Ask for discounted parking rates, package-handling fees, VIP amenities.
- Have venues compete against each other.

Execute Tightly on Marketing

Market Effectively



Embrace Social Media

Embrace Social Media

“Social Media isn’t a fad, it’s a fundamental shift in the way we communicate.”



Feed them well

- What's included, where is it served, when do you want it?
- Consider dietary requirements
- Estimate food to be served
- Select low-glycemic food options, complex carbs and healthy treats.
- Be sensitive to crowd by providing options
- Determine ease of eating
- Avoid foods that lead to bad breath (curries, onions, garlic, hot peppers)

Manage event operations well

Event Operations



Ingress

- Detailed Schedule
- Access
- Storage
- Security
- Venue Rules
- Set-up time for equipment, stage
- Checklists

General Administration

- Supplies and materials
- Equipment
- Communications
- Furniture
- Décor
- Signage

Event Staffing

- Accreditation
- Assignments
- Training
- Briefing
- Identification
- Attire
- Operating dates
- Operating hours
- Work shifts
- Security

Registration

- Onsite vs. Advance Registration
- Manual vs. Computerized
- Database/Data Capture
- Traffic Management/Lanes
- Time and Motion
- Identification/Verification
- Collection/Cash Management
- Badges
- Filling-in stations
- Materials Management/Distribution

Information Services

- Conference
- Exhibit Information
- Layout
- Directional Signage
- Country/Local Information
- Information Desks
- Hotels
- Travel/Tour Desks
- Shuttle Services
- Message Counters

Delegate Coordination

- Housing
- Transportation
- Attire
- Meals
- Movement, Traffic
- Seating
- Information Updates
- Takeaways

Transportation

- Schedule
- Signage
- Pick-up, drop off points
- Traffic routes
- Security
- Drivers (briefing, meals, attire, IDs, contact info)

Speaker Coordination

- Speaker profile, photos
- Arrivals, departures
- Hotels, transportation
- Presentation content, format
- Briefing
- Technical requirements
- Rehearsals
- Time management
- Special badges, plaques, certificates, gifts
- Documentation

Venue Coordination

- Size
- Ventilation
- Clear line of sight
- Acoustics/noise insulation
- Electrical installations, power supply
- Lighting, control, blackout
- Chairs
- Safety
- Room set-up
- Traffic
- Access to rest rooms

Catering Coordination

- Service time
- Waiter Delegate Ratio
- Waiter Attire
- Briefing
- Plated or buffet
- Coffee/water stations
- Refreshments

Supplier Coordination

- Briefing
- Contracts
- Schedules
- Service Level Agreements

Production

- Stage size, height, access
- Backdrop
- Sound system
- Projection system
- Lighting system
- Bells and whistles
- Blackouts
- Communication systems
- Back-ups

Staging

- Stage Director
- Technical Director
- Production Designer
- Stage Manager/Staff
- Master of Ceremonies
- Cameraman
- Scriptwriter
- Sound Engineer

Health, Safety, Security, Environment

- Disabled facilities
- Fire escape routes
- Cables
- Steps
- First aid
- Ambulance
- Food spoilage

Participant Materials

- Badges
- Kits
- Collation
- Storage

Protocol

- Reception Party
- Security
- Leis/bouquets/ribbons
- Assembly time and place
- Departure

Documentation

- Equipment: tape recorders, copying machines
- Video/Photo/Audio
- Checklist
- Script
- Quality Control
- Permissions
- Release Schedule

Secretariat

- War Room
- Supplies
- Computers
- Printers
- Batteries
- Meals for Staff

Traffic

- Access
- Routes
- Parking
- Security

Opening and Closing

- Master of ceremonies
- Prayer
- National Anthem
- Script
- Technical / stage director
- Performers, entertainers, other participants
- Band
- Ushers
- Hall Fillers

Conference Management

- Script
- Time Management
- Speaker Presentations
- Moderator Briefing
- Technical
- Internet Connection
- Q&A/Feedback Mechanism
- Social Networking
- Food Service

Exhibit Management

- Passage ways
- Dimensions
- Drayage
- Elevators
- Floor-load factor
- Restrooms
- Security

Social Events

- Entertainment
- VIP Arrangements
- F&B Arrangements
- Accompanying persons

Waste Management

- Waste bins
- Extra food
- Debris
- Clean up

The devil is in the details!



Hire a topnotch PCO and
leave the dirty work to us

THANK YOU!

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