

Five Key Questions to Help You Plan your Event

Whether it be a conference for hundreds or a meeting for seven, there are a few key questions you need to consider when planning your event. Think through these questions to set yourself up for a success!

1. Why?

You might be surprised how many events are organised without a clear purpose. If there is one thing you can do to help ensure your event is a great one, then be clear about the purpose. Ask yourself, why are you doing this? What do you hope to achieve? What will be different as a result of this event? Understanding the purpose will help you define all the other aspects of the event.

2. Who?

A clear purpose helps define the invite list. Think about who it is essential to have there and who would it be good to have there, but not essential. What information, knowledge, experience and influence would you like those people to bring? Be sure to brief your invitees so they know why you want them there and what they can offer.

3. Where?

Is a company meeting room the appropriate place? Or a hired conference centre? The environment needs to be light, with fresh air and space to move around. If you have the opportunity don't underestimate the value of getting outdoors at some point - discussing issues as you stroll around a beautiful park can be hugely inspiring and spark some very different perspectives and possibilities

4. When?

Monday mornings and Friday afternoons are notoriously difficult times to keep people's attention. You will also need to think about people travelling and transport options if you are planning an early start or a late finish. Check out school holiday times – organising an important meeting around mid-August or December 25th is rarely successful.

5. How?

Bearing in mind all the above, you can now start to think about the process you need to keep the discussion on track. If you have a large group, think about dividing the group into smaller working groups to explore key issues. Also think about asking participants to come to the event having done some prep work – this can help them get into the real discussion early on.