Successful Event Planning

Rally your troops (6-3 months)
Ensure internal and external partners know what is happening and how they can be involved. Contact the staff at your institution responsible for Public Engagement, Impact, Evaluation, Communications. Ask for a chat, listen to their advice.

Prepare to share (3 months)
Write enticing descriptions for public. These need to be short and you need multiple versions. Write 100, 75 and 50 word descriptions. For your event partners or hosts prepare descriptions featuring aims, expected audience, timings and roles of people involved.

Recruit (3 months)
If you are event lead or delivering content you need to minimise all other responsibilities on the day. Recruit venue managers and volunteers to ensure smooth running of the event leaving you free to deal with emerging issues.

Master plan (2 months)
Include: Set-up requirements, named contacts, minute-by-minute plan, risk assessments. This folder needs to set out the whole event clearly. It will provide both the structure for everyone to work to but also the requited information in the event of an emergency.

Share, share, share (6-8 weeks)
Share prewritten tweets, posts and photos with partners and promote event as widely as possible. It is important to send your partners/comms teams drafted tweets, this reduces the creative pressure on them and increases the likelihood that they will share the event.

Induction/Orientation (3 weeks)
Visit venue with all participants/volunteers for briefing. Gather everyone involved in the event and do a walk round of the venue. Give written briefings to each person and make especially clear the responsibilities of each person, the chain of command and what to do in the event of an emergency.

Event pack (1 week)
Prepare everything you think you might need on the day – plus extra. Checklist below.

Management folder
  Venue manager briefing
  Volunteer/Researcher briefing
  Annotated map of venue
  Printed ticket list
  Printed welcome statement

Visibility and signage
  Pull up banner
  Laminated outdoor signs
  Direction signs (plus spares)
  Lanyards /identifying markers

Health and Safety
  Risk Assessment
  Public Liability Insurance
  Photography disclaimer signs

Useful items
  Blu tack
  Pens
  Maker pens
  PAT tested extension cord
  Sellotape & gaffa tape
  Clipboards & folders