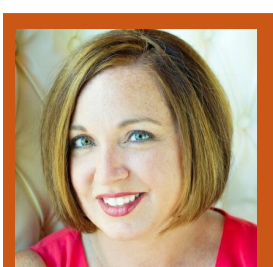


25

MORE Tips FOR HOSTING BADASS EVENTS



Karen Hartline
CEO, Reinventing Events

After the huge success of #50Tips, Karen has created #25MOREtips to dive deeper into areas including: venues, working with vendors, conquering the budget & preparing the content.

VENUE

51 Think Outside the Box

Find a venue with personality.

52 Space Needs

Think about what you need & add about 35% more space. It's best to go big then cut back if needed.

53 Secret Resources

CVENT & CVB's are great resources for finding venues and vendors.

54 Transform the Space

Ex: gobos, uplights, Graphtex vinyl, popup banners used as stage backdrops



55 Read the Agreement Carefully

Look for hidden fees, electricity, wifi, power, trash removal, payment info & due dates for permits.

56 Plan for Set Up & Tear Down

Will you need another day for setup or rehearsal?

WORKING WITH VENDORS

57 Get the Full Quotes

Make sure everything is included: delivery fees, tax, service charges & load-in/load-out. Review prices after changes are made.

58 Ask Them For Suggestions

They are the experts! Give them some direction, but see what they think.

59 Multiple Vendors Are OK

It's ok to have more than one vendor in order to get everything you need.

60 Schedule a Pre-con

Schedule a pre conference call with all of your vendors. Review load-in/load-out times & other logistics.

61 Get Contact Info

Not just the sales person's info, but anyone involved. Have contact info for day of staff who will be onsite.

62 Pay Attention to Charges

Keep an eye on what you're charged for: back up equipment, extra labor, etc.

CONQUERING THE BUDGET

63 Have a Budget

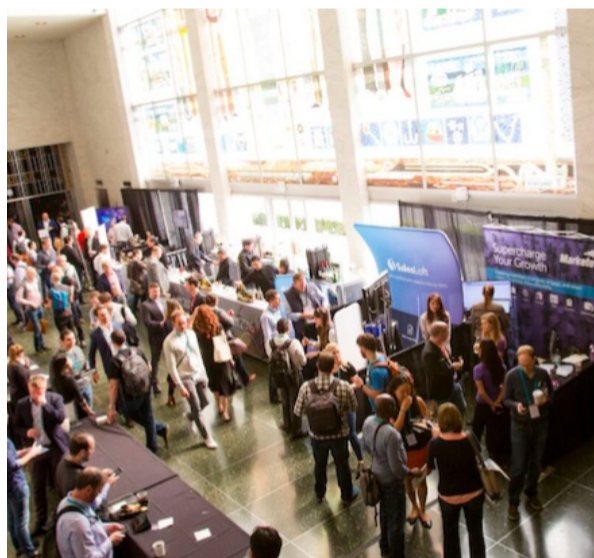
Don't anticipate selling tickets and sponsorships to cover all your costs.

64 Over/Under Estimate

Overestimate costs & under estimate income.

65 Estimate v. Actual

Track your estimated spending v. actual costs.



68 Constant Review of Budget

Check your budget on a regular basis to ensure calculations are correct.

67 Ask For Discounts

Don't be afraid to ask for discounts from the venue and vendors.

66 Income Projections

Tickets and sponsors should be about 75% of income. Remember to account for free tickets.

PREPARING THE CONTENT

69 Chat With Every Speaker

Set up calls to review logistics and content. Be sure each speaker is prepared.

70 Guide the Content For the Audience

Some speakers may not know the direction of the conference. You don't want them onstage giving a pitch for their company.

71 How to Present

Think of other ways to present than the "talking head" on stage. Consider panels & fireside chats.

72 The 3 C's

Clicker, confidence monitor & countdown clock.

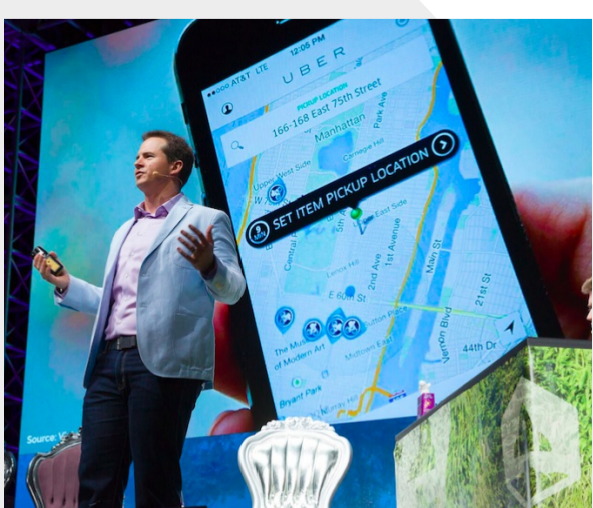
73 Presentation Review

Make sure slides are appropriate & correct. Have templates and fonts & stick to them. Know the AV specs (ratio, number of screens, etc).

74 Release Forms

Will you post video, audio & slides online? Get consent for all areas if you plan on posting content.

THE FINAL TIP



75 Plan Ahead

Can you do an event in 4 months? Yes...

But it doesn't give you a lot of time for securing speakers, sponsors & attendees.

