



MAKING SPACE 365

Civic Action and Creative Youth Event Guidebook



**MAXIMISING THE
POTENTIAL OF
YOUNG PEOPLE
THROUGH CREATIVE
AND CULTURAL
ENTREPRENEURSHIP
IN THE COMMUNITY**

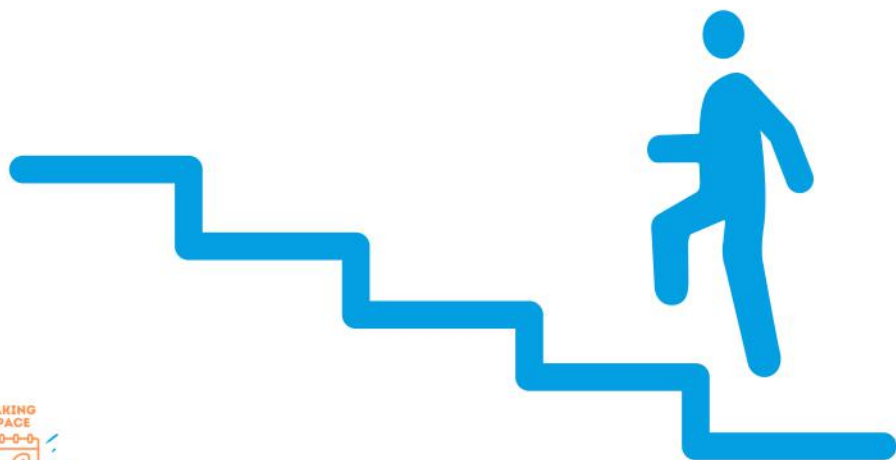


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MAKING SPACE 365 CIVIC ACTION AND CREATIVE YOUTH EVENT GUIDEBOOK

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WELCOME!

To the **Making Space 365 Civic Action and Creative Youth Event Guidebook**. Civic action is promoting the quality of life in a community. It involves developing knowledge, skills, values, and motivation to make a difference. Civic engagement and civic action can include volunteering to help the community or fundraising for a good cause. Such activities powerfully shape how people learn to interact with their community and develop skills, values and a sense of empowerment to become active citizens. By undertaking civic actions, people can enhance their creativity and innovation and have a unique opportunity to develop skills and competencies that will help them to build a solid position in the world of employment. This Guidebook will contain essential information, tips and recommendations that you can use to successfully implement all primary stages of creative and civic action youth event planning, from event idea to implementation, evaluation and follow-up.



1

EVENT IDEA AND PLANNING. DIVERGENT THINKING, IDEATION AND INCLUSION IN 6 STEPS



Whether organizing a small meeting or orchestrating a large conference, event planning is a huge task.

Every event, no matter how simple or complex, requires **detailed planning and organization.**

From establishing an accurate budget to promoting your event, there are a **number of components** you should start to consider early on to make the process as stress-free as possible.





STEP 1:

NOTE AND DEFINE YOUR OBJECTIVES

For every successful event, you need to have a **clear plan/goal**. You **ask questions that will give a clear insight** into what they need to be successful. Questions like the following:

- **Reasons for organizing the events**
- **Expectations from the events**
- **Measurement of success for the event**
- **If all stakeholders are present**

Preliminary event details include:

- **Dates.**
- **Attendees.**
- **Location.**
- **Type of event.**

Building out your goals and preliminary project scope enables you to frame your event and get buy-in from leadership.



STEP 2: **BUILDING AND MANAGING** **YOUR TEAM**

You need to invite people to your team and assign roles and responsibilities to them. You have to make sure everyone working for you is on the same page. It would be best if you had a well-structured plan and expectations from your team. **Each individual has to know when and what they will be doing during the event.**

Example of roles distributions:

- **Project Manager**
- **Programming**
- **Venue/show floor**
- **Scheduling**
- **Creative design**
- **Marketing and Communication**
- **Registration and Check-In**
- **Sponsorships**





STEP 3: **CREATING AN EVENT BUDGET**

After assigning roles and responsibilities, the next major and important step is '**Budget.**'

Do you have a team member who is strong working with numbers and money?

You can **seek out sponsors** and other revenue streams to help with the cost of the event.

Creating a budget is an **essential early step** in event planning that helps to clarify other aspects of your plan.



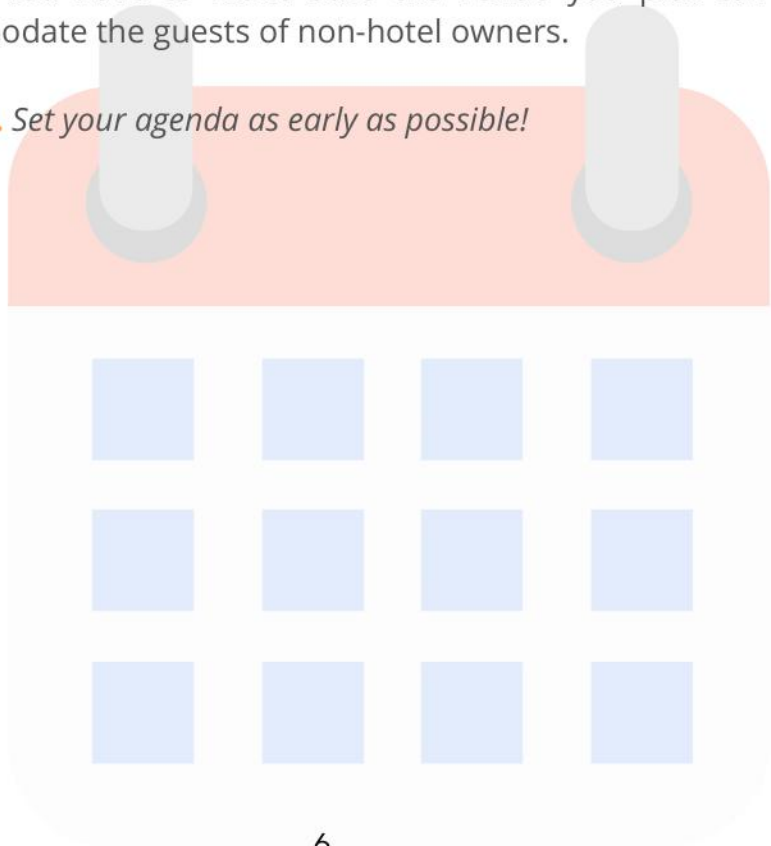
STEP 4: LOCKDOWN THE LOGISTICS

Date. Consider many factors when considering the date that will be picked, factors as the school calendar, holidays, competing for industry events, etc.

Time. How can you maximise the attendance?

Venue. You have to make sure the venue you pick can accommodate the guests of non-hotel owners.

Agenda. *Set your agenda as early as possible!*





STEP 5: **DEVELOP EVENT BRANDING AND PROMOTION**

When thinking of event branding, it typically includes:

- Event name. The first crucial step, your event's name is the first thing attendees will see, so you want it to reflect your vision for the event.
- Theme. A name alone can't tell the whole story. Often events will create a theme to tie the event together.
- Logo, colours, typography. There should be consistency across all marketing touchpoints.
- On-site decor, email, signage, and more. While every touchpoint doesn't need to be hyper-branded. Individual elements should come together to support the story you are telling.

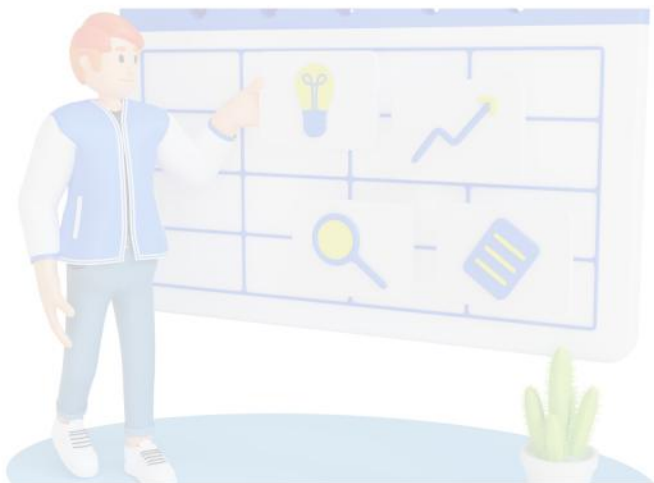




STEP 6: **A MASTER PLAN FOR EVERY PROBLEM**

The master plan should contain the following items:

- **The venue, vendor logistics, and catering**
- **Band, DJ, speaker, and entertainment management.**
- **An estimated timeline for each event.**
- **Signage and Printing**
- **Contact Information for new and existing vendors**
- **Programming, entertainment, and activities**
- **PR plan**



CONCLUSION

Yes, event planning can be quite stressful and drain lots of energy and money, particularly when not planned properly. Therefore, **being well organized is the antidote to having a successful event.**

Events always stem from a peculiar goal, which must be held intact throughout the planning stages.

Many specialists would ask event planners to think about the last event they attended, the goals for planning the event, and how much they were able to achieve through the event.

This only signals the importance of the first step of the six steps and must be followed duly.



2

BUDGETING AND FUNDING. FROM ZERO TO HERO IN 6 STEPS

**FUNDING YOUR PROJECT
MAY SEEM TO BE A
CHALLENGE. FOLLOW OUR
SIX STEPS TO LEARN
DIFFERENT METHODS OF
COVERING THE COSTS.**

**HERE YOU CAN DISCOVER THE FEATURES
OF A GOOD PROJECT, ADVICE ON HOW
TO DO A BARTER, TIPS FOR INTERNET
FUNDRAISING AND SOCIAL FINANCING,
ESSENTIAL INFORMATION ABOUT
WRITING GRANT PROPOSALS AND SOME
IDEAS ON
WHERE TO LOOK FOR THE FUNDS.**



STEP 1: GOOD IDEA FOR A GOOD START

Check if your project is:

- **Important** - solves a real problem (provides children with development opportunities, integrates the community);
- **Effective** - brings an effect that can be demonstrated and measured (create an exhibition, film, teach a specific skill);
- **Specific** - you know what and when will happen;
- **Realistic** - you are able to perform planned activities within a specified period of time;
- **Up-to-date** - refers to the current problems and the current situation of the recipients;
- **Properly addressed** - tailored to the needs;
- **Well-balanced** - the scale of the assumed activities is appropriate to your and the grant giver's capabilities.

If your idea meets all the criteria - check what you will need to implement your plan. Think about the resources - things, places, engagement, and people you need.

Remember that it is much easier to get cashless help at the beginning. Start with your contacts; use all your acquaintances and previously established cooperation.





STEP 2: SPONSORING OR A BARTER TRADE

The institutions and people you turn to for help also have their own **needs, motivations, goals and requirements**. When applying for a sponsor, consider it. Think about what you are able to offer them and also think '**outside of the box...**'

Why not suggest an employee volunteering offer? Many companies have such a volunteering plan in-line with their corporate goals. Or maybe offer an interesting integration evening for families, workshops for employees' children?

**THIS IDEA MIGHT BE APPRECIATED BY THE COMPANY
LOOKING FOR NEW SOLUTIONS AND UNUSUAL
METHODS OF MOTIVATING EMPLOYEES.**

Remember that it will be much easier for you to get support from a company, which does not entail any costs, e.g. from a transport company you can get the opportunity to organize free transport of project participants, from a publishing house - books for awards, from an accounting office - office materials needed for workshops. Such one-time help can cost the given company very little, and it can bring many image or social responsibility benefits.



STEP 3: INTERNET FUNDRAISING



Be visible. Information and the account number should appear in several places on the website, social media profiles or blog of the activity, in the e-mail footer of each event organizer, and in promotional materials.

Give your donors different ways to contribute to your account: traditional transfer; an online transfer where they copy the data from your website, or online payments. Put all the information for a quick transfer.

Simplify the payment process as much as possible - e.g. prepare ready-made amounts to be transferred.

Publish information (preferably infographics) presenting the way of using the funds. Show various sources of financing and indicate where exactly you are still lacking donations.

Praise your donors - if they want it. Maybe one of them will write recommendations for you, or let you record a short interview.

Propose other support options, e.g. joining the activities as a volunteer.



STEP 4: CROWDFUNDING - SOCIAL FINANCING

One ever increasing tool for fundraising online is **crowdfunding**, i.e. social financing, which is based on obtaining a large number of one-off, small payments made by people who are interested in the project. In this case, the payments are so small that they do not pose a major financial challenge for the donor; therefore there must be sufficient for the project / event to obtain an appropriate pool of funds.



Social financing is helpful in finding funds for a very specific purpose (staging a performance, documentary, organising an exhibition, or even publishing a book).

Social fundraising actions are conducted through special portals. Such portals have a very clear layout and precise regulations. The slogan of your project for which you want to raise money must be based on a **simple and short message** (promotional music video, clearly defined goals, clear and catchy mission)..



STEP 5: WRITING GRANT PROPOSALS



In the case **of funds obtained from grants**, we are bound by regulations, billing dates, controls and many other restrictions. However, it may turn out that only this form of co-financing of our project is available.

Read the regulations carefully! Pay special attention to:

- Application deadlines
- Who can apply for funding
- Co-financing amounts, in particular, own contribution
- What the donor will pay for - eligible and non-eligible costs
- Time limits for the implementation of activities
- Partners - sometimes letters of intent are required

Usually, the grant forms contain similar elements:

- **A synthetic description of the project** (shortly answer: What is the project about? What is the most important / what distinguishes it? What will happen? Who is it for and with whom (partners)? What will be the effect?

Goals that are consistent with the goals of the grant competition **and SMART** (Specific, Measurable, Achievable, Realistic, Time-bound) Read more about these later too!

- **Results:** quantitative: number of training participants, copies of materials prepared in the project, website users, workshop hours, publication pages, etc. and qualitative: increase in knowledge, competencies, skills, description of the change that took place thanks to the actions taken.
- **Description of activities:** should be specific, to the point, showing both the manner of implementation, methods, and the scale of the project.
- **Project schedule:** consistent with the description of activities and the budget. Pay attention to consistent nomenclature, detail and numbers showing the scope and scale of your project.
- **Budget:** write down all expenses envisaged in the planned activities, estimate the services - check how much it costs, combine budget items according to the type of costs, show the calculation method. For almost every project we will need the so-called own contribution - money that must be allocated to project activities from another source of funding.





STEP 6: WHERE TO LOOK FOR MONEY



First of all - use the search engines!

Grant competitions are announced as part of:

- Local and regional public funds (small grants and local initiatives)
- National public funds
- National private funds
- EU public funds (e.g. Europe for Citizens Program, International Visegrad Fund, Creative Europe, Erasmus+)

As you can see, there are quite a lot of potential sources of financing for projects. You can **focus on contacts with local businesses or other institutions** that can provide you with financial or material support.

You can also try your luck in grant competitions! Regardless of what you choose, remember that the most important thing in fundraising **is the ability to "sell" your idea**, establish relationships, convince others - infect others with your passion!

CONCLUSION

Remember: you can do almost everything with zero budget. Just some creativity and smart solutions are needed.

If you have a great idea, you always will find who supports it. Of course, it's not always easy to manage events with zero budget. Keep in mind: usually, if you have a small budget - you would need to put more effort to manage the process of event management.

Therefore, plan your event and budget in advance and evaluate how much budget and effort you need to bring to the event planning and implementation.

Please remember that budget is not an essential resource as it could be considered in the beginning.



3

MARKETING AND ENGAGEMENT. SHAMELESS SELF-PROMOTION IN 6 STEPS



In short, event marketing uses different promotional strategies and channels to get the word out about your event and ultimately drive event registration.

Event engagement, also known as audience engagement, refers to an event's ability to hold the attention of its audience's attention and promote full participation from event attendees. Engaging events are captivating and compelling; they capture their audience's attention from the start and hold on tight.

There are a lot of different metrics planners can use to measure engagement, and a lot of it depends on the event setup. At an in-person lecture or conference, engaged attendees participate in discussions, interact with one another, and remain attentive throughout the event. Engaged audience members tend to ask questions and provide input.





STEP 1: **BOOST PRE-EVENT ENGAGEMENT**

You are working to create interest or a buzz around the event during this stage.

Regularly engaging with audiences before an event is crucial to promoting attendance and building excitement.

Make it easy for attendees and potential attendees to communicate with the event planning team. Create a Facebook event page, invite members of your target audience, tag companies with related content and promote engaging, interactive content on the event page. Respond to questions on your social media accounts, send regular email reminders, and make it easy for attendees to sign up for updates.

SEO (search engine optimisation) is constantly evolving, and it's good practice to keep as informed on trends as possible. If you don't know what keyword to use for your event, try playing around with Google's Keyword Planner or Moz's Keyword Explorer. Suppose you haven't spent any time using these planning tools. In that case, you may be surprised how different words have radically different search traffic.





STEP 2:

PREPARE FOR AND MARKET EVENT REGISTRATION

Outline the registration process in great detail. Planners should know when registration will open, how long it will be, and how many tickets or spaces. If you are running different promotions, have the plan to detail each promotion's length and limits.



STEP 3:

ENGAGEMENT DURING AN EVENT

Pay attention to the energy and participation level of the audience throughout the event. Incorporate a mix of activities to maintain healthy levels of engagement, especially if your event is lengthy. Incorporate seating arrangements that promote engagement and person-to-person conversation. Include participatory activities that get your audience up and moving. You can also use a mobile app to communicate with event attendees. Ensure adequate breaks and refreshments, and give away promotional items where possible.



STEP 4:

GO DIGITAL AND ELEVATE ENGAGEMENT

Measure engagement live in an event app or social media. Keep track of analytics and measure activity, content updates, and more. Use event hashtags and promote online discussions before the event. Ask attendees to participate in live polls, answer trivia questions, or vote on outcomes.



STEP 5:

BUILD BRAND AWARENESS

Don't miss the opportunity to promote your band at the event. Make your name, visual image, products, and services recognisable so that attendees associate the event with your brand.



STEP 6: **POST-EVENT ENGAGEMENT**

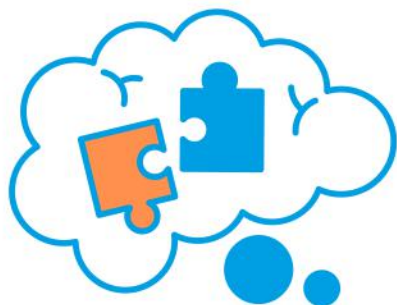
Keep the communication loop open by following up with audience members after the event. You can do this by sending thank yous to all attendees after the event or requesting responses to a follow-up survey. Encourage feedback and the posting of event content and photos. Create a post-event hashtag for event attendees to use so that you can easily view and track their post-event engagement.

PRO TIP! Have a member of the event team capture video of event highlights and take photos throughout. Consider creating an online video, photo album or Facebook Group for attendees to discuss and share their experiences.



CONCLUSION

- Marketing and engagement happen **before, during** and **after** an event!
- There are many ways to get your audience's attention, from engaging speaking sessions to interactive exhibit booths to fun contests and networking activities.
- Technology plays a crucial role in successful event planning. Do your research and find the best methods for your event!
- Don't just sit back on the day - pay attention to the energy and participation level of the audience throughout the event. If you need clarification on your audience preferences, please don't hesitate to ask them!
- Don't miss the opportunity to promote your band at the event.





4

HUMAN RESOURCES. THOU SHALT NOT SQUANDER PRECIOUS TIME! IN 6 STEPS

**A GOOD IDEA IS JUST A HALF
OF THE WORK. THAT IDEAS
WOULD NOT TURN OUT AS A
MISERY, IT'S IMPORTANT TO
HAVE A TEAM TO HELP YOU
MAKE IT HAPPEN!**

**A GOOD TEAM DOES NOT NECESSARILY
MEAN GOOD FRIENDS. A GOOD TEAM IS
MADE UP OF PEOPLE WHO BELIEVE IN
THE SAME IDEA, WHO UNDERSTAND IT,
WHO ARE WILLING TO PUT IN THE TIME
AND WHO ARE PASSIONATE ABOUT
CHANGING THE WORLD!**



STEP 1: IDENTIFY THE PEOPLE YOU NEED

In every project there are a few key roles:

- **Leader** - the person who sees the big picture of the project;
- **Manager** - the one, who transforms the idea into reality;
- **Accountant** - the person, who will assure that you won't bankrupt.



For all other roles - you need to map out your project to see what kind of people you might need.

Maybe you will hold a concert - in this case, you will need a person who understands how the stage work is done. Or you will have a live translation, so the operator is in need.

If you **already have a team** that helped you come up with the idea, it's important to **understand what you already have in place, and what people may still be missing.**

Therefore, the first step in HR planning can only be taken once you have a clear picture of the event!



STEP 2:

WHERE TO FIND THE KEY PEOPLE?

Once you know the roles that are not yet filled, you can start looking for suitable candidates.

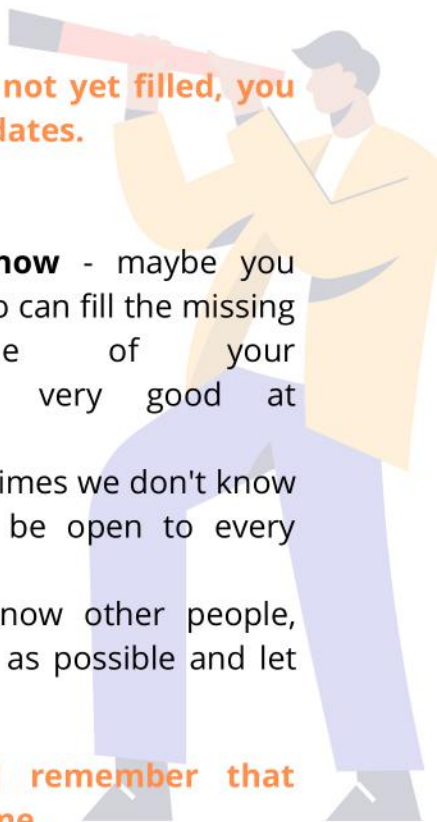
But where to find them?

- **Reflect on the people you know** - maybe you already worked with someone who can fill the missing role? Or maybe one of your friends/classmates/neighbors is very good at something?
- **Make an open invitation** - sometimes we don't know what treasures lie around us - be open to every potential new team member!
- **Spread the rumors** - people know other people, spread the word as far and wide as possible and let people reach you for themselves.

Above all, be open-minded and remember that finding the right people can take time.

That's why it's important to start looking for team members **early and not leave it to the last day.**

Even the best candidate can't implement big ideas in one day!





STEP 3: INTERVIEWING POTENTIAL TEAM MEMBERS

AS THE WORD SPREADS, MORE AND MORE PEOPLE COME TO YOU WITH DIFFERENT EXPERIENCES AND IDEAS. HOW DO YOU CHOOSE THE ONES THAT FIT BEST?

These are the most important steps, which will help you with the interviews!

- Set aside at least **30 minutes** for each interview.
- Do your **research** on the candidate before they arrive.
- Have **all information** on the candidate available.
- Know **what you are looking for** in a potential team member.
- Follow a **consistent** interview structure.
- Ask **the right** questions.
- **Be clear** about what the role will require and what you are looking for.
- Determine how you **will rate** each candidate.

REMEMBER!

Sometimes we really want to work with our friends, but be sure, that **friendship is way more important than the job**. Even your best friend should participate in the interview and you have to be objective to be a real leader.





STEP 4:

TEAM BUILDING AND PREPARATION FOR THE WORK

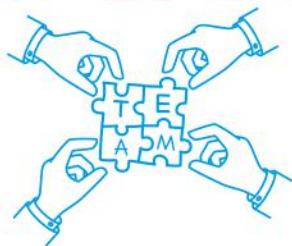
FOR A TEAM TO WORK, IT'S IMPORTANT THAT EVERYONE KNOWS WHAT TO EXPECT FROM OTHERS. THAT REQUIRES TEAM BUILDING!

Why do we need team building?

- It builds trust
- It regulates communication
- It increases productivity
- It brings people together
- It fosters creativity and learning
- It creates healthy competition
- It makes people more accepting
- It resolves tensions and conflicts
- Team members can acquire skills
- It improves teams culture

Some ideas for team-building activities:

<https://www.workamajig.com/blog/team-building-activities>



"TEAMWORK BEGINS BY BUILDING TRUST. AND THE ONLY WAY TO DO THAT IS TO OVERCOME OUR NEED FOR INVULNERABILITY." - PATRICK LENCIONI

Whether your team is young and inexperienced or older and more experienced, it's important to realize that **everyone needs trust and security**. To make working in a team enjoyable, we need to invest in the people who work there.



STEP 5: MOTIVATIONAL SYSTEM

You've already managed to create a team.
But remember that *everyone needs to see the meaning in what they do.*
A motivational system can help to ensure this!

There are two types of motivation, which affect people:

- **Intrinsic motivation** - is an incentive to engage in a specific activity that derives from pleasure in the activity itself (e.g., a genuine interest in a subject studied) rather than because of any external benefits that might be obtained (e.g., money, course credits).
- **Extrinsic motivation** - is an external incentive to engage in a specific activity, especially motivation arising from the expectation of punishment or reward (e.g., completing a disliked chore in exchange for payment).

That's why it's so important to understand the individual and team sources of motivation.

You can do that by:

- Understanding working styles or personalities of the people
- Individual talks with team members
- Brainstorming session
- Anonymous questionnaires





STEP 6: **EVENT EVALUATION**

REFLECTION - IS ONE OF THE MOST IMPORTANT PARTS OF ANY PROJECT. ALWAYS FIND TIME TO EVALUATE YOUR PERSONAL AND TEAM EXPERIENCES AFTER THE EVENT!

Why is it important?



- To learn from your mistakes and highlight any points for improvement
- To find aspects for your personal growth
- To share your feelings and get satisfactory closure

Some questions that will help you to evaluate personal and team experiences:

- How do you feel after the event?
- What strengths and weaknesses have you noticed both from personal and team viewpoints?
- What would you do differently next time?
- What would you keep next time? What worked out the best?
- The best lesson you learned during this experience?
- What was the toughest part of the process and what were the best moments?

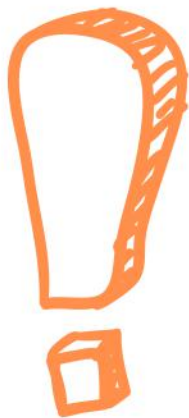
WE WILL COVER THIS CONCEPT IN A LATER MODULE



5

EVENT IMPLEMENTATION. RAISING YOUR GAME ON THE DAY IN 6 STEPS

**THE DAY OF THE EVENT IS FINALLY
HERE! NOW WHAT?
ON THE DAY OF THE EVENT,
THERE ARE MANY FACTORS
THAT MUST BE CONSIDERED TO
ENSURE THAT EVERYTHING
RUNS SMOOTHLY.**



**IT'S IMPORTANT TO BE PREPARED FOR
ANYTHING THAT MAY ARISE.
IN THIS SECTION, WE WILL PROVIDE YOU
WITH A LIST OF SIX ESSENTIAL STEPS, AS
WELL AS ADDITIONAL TIPS, TO HELP YOU
SUCCESSFULLY MANAGE AND EXECUTE
YOUR EVENT.**



STEP 1:

PREPARE AN ITINERARY AND CHECK YOUR EQUIPMENT



Prepare an itinerary:

Creating a detailed schedule of events, times and locations can help to keep the day running smoothly and ensure that everyone is on the same page.

Check equipment:

Ensuring that all equipment is functioning properly and having backup options readily available can help to minimize disruptions during the event.





STEP 2:

PROVIDE PROPER GUIDANCE AND SUPPORT TO TEAM MEMBERS AND VOLUNTEERS



Provide clear roles and responsibilities:

Clearly communicating the roles and responsibilities can help to minimize confusion and ensure that everyone knows what is expected of them.

Offer support and resources:

Make sure that everyone has access to any necessary resources and support throughout the event.





STEP 3:

FOCUS ON SAFETY

Ideally, in your event, everything will run smoothly. However, you need to always be prepared. Focusing on safety is a key part of event management. Here are some tips:

Develop a comprehensive safety plan.

Set up emergency procedures and procedures for handling various types of emergencies.

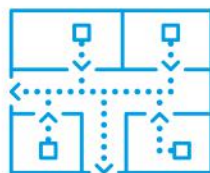


Provide first aid stations:

Providing first aid stations staffed by trained personnel can help to ensure that attendees and volunteers have access to immediate medical attention in case of an emergency.



Have a clear evacuation plan.



Train staff and volunteers on safety procedures.

Make sure that everyone knows what to do and who to go to in case of an emergency.



STEP 4:

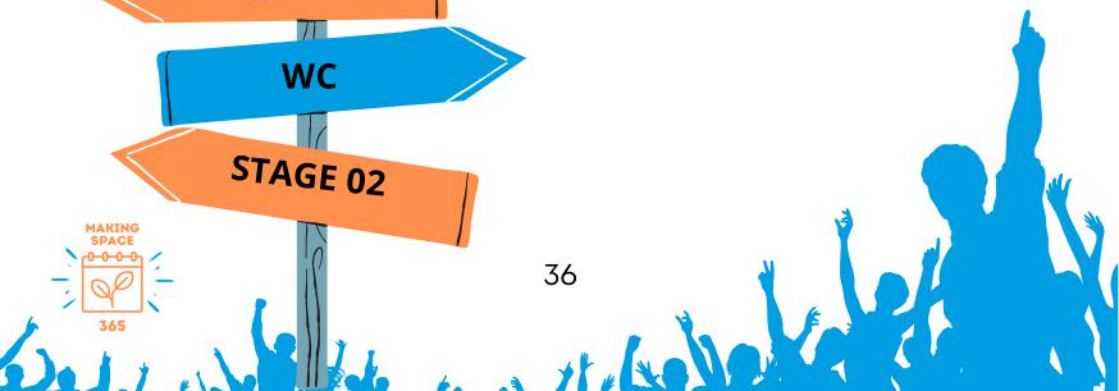
MANAGE CROWD CONTROL

Ensure that attendees are guided and directed to where they need to be and that **emergency exits** are clearly marked and accessible.



Assign some volunteers to help guide the attendees.

Put up signs with the different sections (eg. Stage 01, stage 02, bar, toilets, restaurant, etc)





STEP 5: BE FLEXIBLE

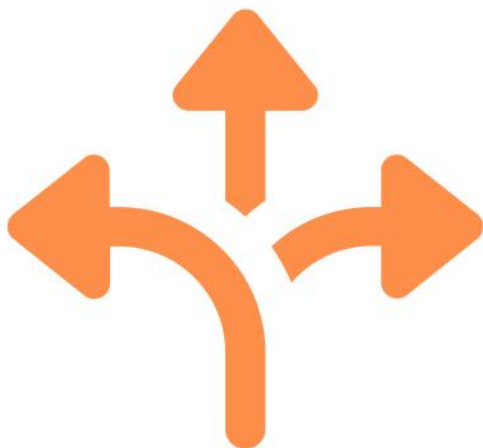
There are many things that may not turn out according to plan during an event.

DO NOT PANIC!

Expect the unexpected and be prepared to adjust plans if necessary. Stay calm, focused and be ready to troubleshoot any problems that may arise.

Plan for contingencies:

Have a contingency plan in place in case something goes wrong. This can help to minimize disruptions and ensure that the event runs smoothly.





STEP 6:

SHOW APPRECIATION

By **showing appreciation and gratitude** to team members, volunteers, attendees, supporters, and other stakeholders, you can help to build morale and ensure their continued involvement in future events. This can help to **create a supportive and positive atmosphere** that contributes to the overall success of your event.

Here is a list of things that you can do to show your **appreciation**:

- Acknowledge their efforts.
- Provide recognition (awards, certificates, etc).
- Create a positive atmosphere.
- Provide feedback.
- Show gratitude.



CONCLUSION

The day of your event is an exciting but potentially stressful time. By following the steps and tips outlined in this section, you can minimize disruptions, ensure that your event runs smoothly and create a successful and memorable experience for your attendees.

By being prepared, staying organised, and focusing on the needs of your volunteers and attendees, you can successfully bring your event to life and achieve your goals.

Remember to evaluate the event after it is over and use the feedback you receive to make improvements for future events.

Good luck, and have a successful event!



6

RISK MANAGEMENT, EVALUATION AND FOLLOW-UP

REFLECTIONS AND THE DE-BRIEF!

IN THE EVENTS INDUSTRY, THERE ARE ALWAYS LOTS OF MOVING PARTS AT ANY GIVEN TIME WITH A MULTITUDE OF UNKNOWNNS THAT EVENT PROFESSIONALS NEED TO PREPARE FOR

REFLECTION ALLOWS YOU TO IDENTIFY AND APPRECIATE POSITIVE EXPERIENCES AND BETTER IDENTIFY WAYS THAT YOU CAN IMPROVE YOUR PRACTICE AND SERVICE DELIVERY.





STEP 1:

WHAT IS THE EVENT DEBRIEF AND WHAT'S THE PURPOSE

An event debrief is the opportunity to assess **how an event went and gather feedback on any issues, risks and lessons learned.**

It should be a meeting with the team providing the opportunity to discuss the event. The questions we will cover next but can be highlights, low points, oversights and any learning opportunities.

It should be a **relaxed discussion** between colleagues rather than something formal meeting, but stick to an agenda and a series of questions!

**WHAT WENT WELL, WHAT COULD
HAVE GONE BETTER, PARTICULAR
HIGHLIGHTS, PARTICULAR LOW
POINTS, OVERSIGHTS AND
LEARNING OPPORTUNITIES.**

**AN EVENT ISN'T OVER UNTIL
IT'S LONG OVER!**



STEP 2:

WHAT QUESTIONS SHOULD I BE ASKING?

**WERE ANY PROBLEMS
ENCOUNTERED BEYOND OUR
CONTROL?**

**DID WE MEET AUDIENCE EXPECTATIONS?
DID WE EXCEED THEM?**

**DID WE DELIVER WHAT
WE PROMISED?**

**WHAT WENT WELL? WHAT
WERE SOME KEY MOMENTS?**

**DID WE COME IN ON
BUDGET? DID WE GO OVER?**

**WERE THERE AREAS THAT
REQUIRED MORE INVESTMENT?**

DID STAFF DELIVER AS EXPECTED?

**WERE THERE ANY SIGNIFICANT
ISSUES WITH SUPPLIERS OR
PROVIDERS?**



STEP 3:

CONSIDER YOUR EVENT GOALS?

The first step in planning an event is to **formulate** it, if you haven't already done so, the strategic goal of the organisation and confirm that the planned event fits into it.

Effective planning means that you will know in advance what you want to achieve, not only in the prospect of this particular event, but also in the **long-term perspective** of your organisation. This process needs everyone to be **clear about the real objectives** of the event to **maximise the potential** and ensure open and honest discussion.

THE EVENT OBJECTIVE HAS TO SERVE YOUR MAIN GOAL - OTHERWISE, WHY ORGANISE AN EVENT?

Some questions that will help you to evaluate personal and team goals to make your event a success:

Why are you organising this event?

What do you want to achieve?

Whom do you want to reach?

Have you got the budget and resources?

Who can help you reach your goals?

Have you got a team to help you?

**CELEBRATE
THE WINS
AND
RECORD
THEM FOR
FUTURE USE**



STEP 4: FEEDBACK! FEEDBACK!

Don't be afraid to ask your event guests what they really think on the day of the event. You could ask them directly and make a note of their feedback via any means.

But a more fun way to get feedback on the day is to make it part of the event. You could, for example, offer guests a prize if they leave feedback on Social Media! Have a roaming reporter or vox pop. Use a Twitter wall or Facebook live or Instagram!



Live Social Media



Roaming Interview



Post event survey



Personal Follow up



Competition

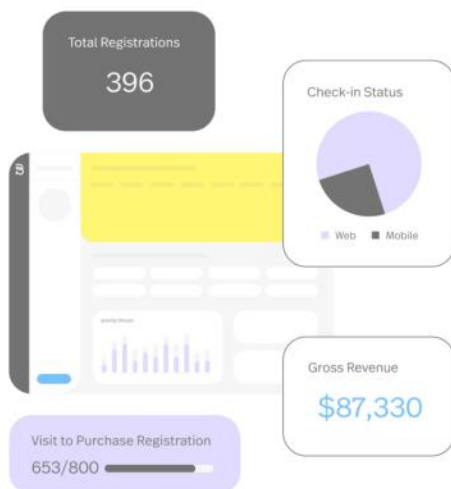


STEP 5:

AUDIENCE ENGAGEMENT 101

Audience engagement measures how attendees participated in your event and how pleased they were with the experience. Depending on the type of event you're hosting, you can measure engagement by the following:

- Sessions attended
- Duration of session attendance
- Meetings booked
- Meetings attended
- Poll participation
- Chat reactions (emojis)
- Connections made
- Social shares
- Chat participation
- Event app adoption
- Satisfaction surveys



“IF YOU WANT TO BE GREAT AT EXPERIENCE, YOU HAVE TO BE GREAT AT AUDIENCE – AND THAT’S TRULY UNDERSTANDING THE AUDIENCE.”

ERIN MCELROY - PROGRAM DIRECTOR, DIGITAL EVENTS & INNOVATION, IBM



STEP 6:

GET SMART USE SMART GOALS

When organizing events, it is worth working with **SMART goals**. SMART goals are **specific, measurable, achievable, realistic and limited in time**. Think about whether your goals are realistic and achievable. Make sure your event objective meets the SMART criteria:

SPECIFIC

The more specific you can get, the more accurately you'll be able to evaluate your event. A specific goal is also easier to convey to your team.

MEASURABLE

It's very useful if you can quantify your success and put a number on it. That number can be ticket sales, money raised, or social media engagement.

ACHIEVABLE

Each goal should be assigned to a person or a team. That way, you will know who is ultimately responsible for achieving that specific goal.

REALISTIC

Perhaps most importantly, your goals should be realistic. Failure to set realistic goals will only result in the failure of your event as a whole.

TIME BOUND

Finally, you should specify the time-frame in which you will achieve your goals. That could be months, weeks, or days depending on the size of your event.

WHEN ORGANIZING EVENTS, IT IS WORTH WORKING WITH SMART GOALS. WHAT DOES IT MEAN?

SMART goals are specific, measurable, achievable, realistic and limited in time. Think about whether your goals are realistic and achievable. Regardless of the event you are making, make sure your event objective meets the SMART criteria - here are **4 SMART Goals**:

INCREASE NUMBER OF YOUNG ACTIVISTS THIS YEAR

BOOST VOLUNTEERS NUMBERS BEFORE SUMMER

IMPLEMENT LOCAL CHANGE TO XYZ BY NEXT YEAR

INVITE 20 POLICY MAKERS TO NEXT EVENT

CONCLUSION

Risk management and reflection are essential aspects of project and event management. We define Risk as any unwanted situation that can lead to failure of an event, and Reflection as the consideration of what happened; good or bad. Whilst there are many types of risks such as social, political, cultural or financial, and they all need to be taken into consideration.

Risk Management seeks to identify all the potential risks that may arise from an event, and then develop steps to reduce or mitigate the identified risks. If things happen, then these also can be reflected upon - post event.

When programming creative events, and as an entrepreneur, you'll see there are lots of moving parts at times, with a multitude of unknowns to be aware of and prepare for. Being prepared and able to deal with issues often comes with experience and reflection after previous events.

By defining risk management for your event, success is made more likely by minimising and eliminating risks and fulfilling your targeted objectives; but reflection is still essential. When there are no risk management strategies in place, events are vulnerable and exposed to problems.

GOOD LUCK WITH YOUR EVENT!!

**MAKING
SPACE**



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