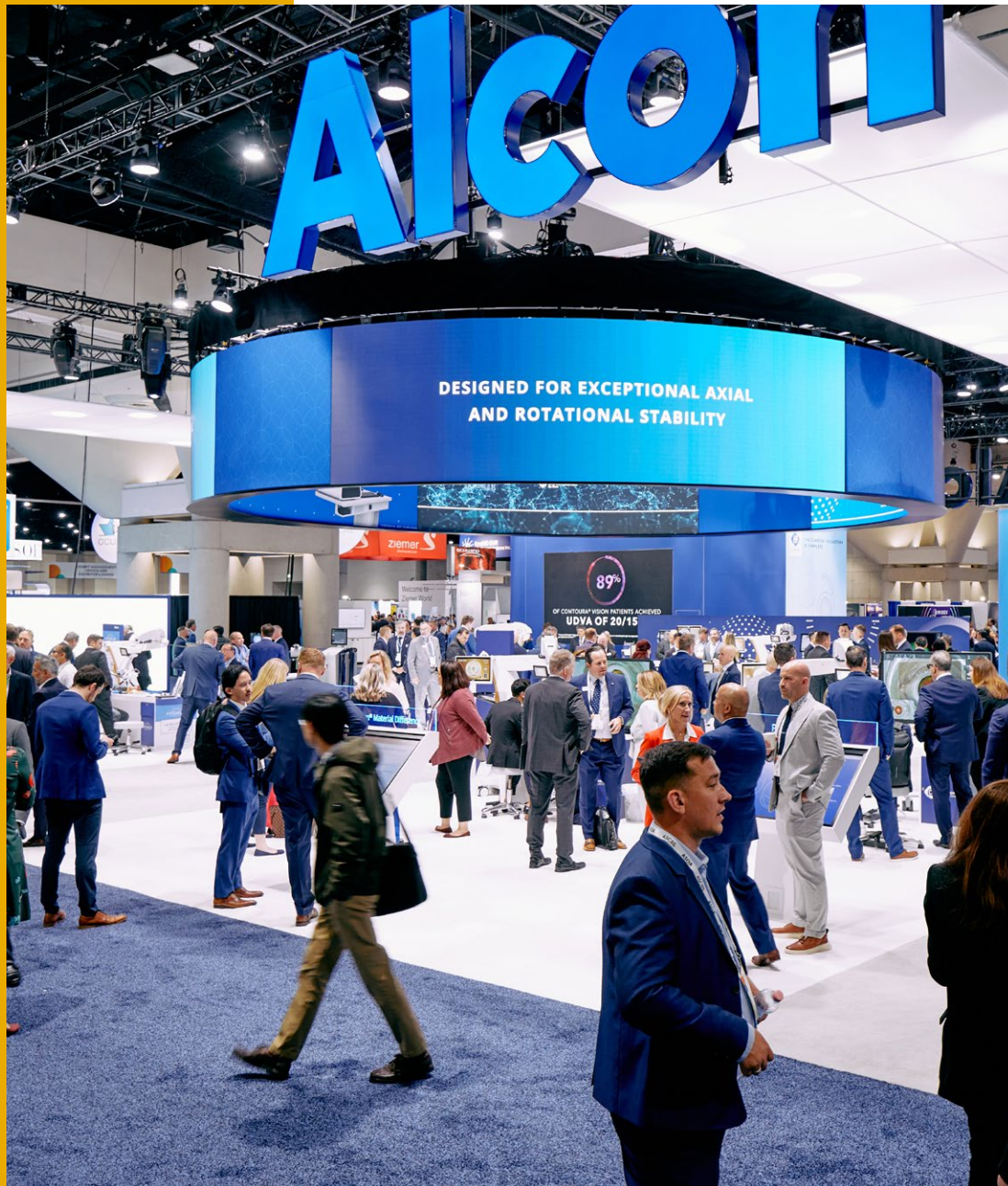


Event Planner Considerations List



Event planner considerations list

The job of the event planner is incredibly complex, requiring a mastery of the big picture and management of the smallest details. Every event planner sees their role differently. Their organizations are staffed to do some work internally and hire supplier partners to manage the rest. The following is a comprehensive list of the services that event planners should consider; they may not need everything, but it's a good practice to review first before rejecting or making an assignment.

Health and Safety Services

- ❑ **Consulting:** Industry experts provide safety assessments and recommendations backed by research, data, and best practices.
- ❑ **On-site safety record:** Ask about your suppliers' practices regarding safety assurance for load-in crew, staff, and all participants. Ask to see their standard risk-management plan, plus recommendations for an event-specific crisis-management plan. Verify that safety training, incident reporting, and response procedures are part of the standard operating procedure for the general services contractor.
- ❑ **Event favorability reports:** Learn about how current Centers for Disease Control and Prevention (CDC) guidance, local regulations, vaccination rates, etc., apply to your situation.
- ❑ **Occupancy analysis and traffic flow planning:** Get a floor plan detailing the best use of common spaces, learn about helpful technology, and learn other solutions to maximize a safe experience.
- ❑ **Communications strategy and messaging:** Have a plan for communicating and implementing a crisis response, managing on-site issues, and taking a proactive, transparent approach to press materials and talking points.
- ❑ **Insurance, liability, and risk management:** Understand and manage contracts with expectations regarding insurance coverage. Your corporate lawyer is the best resource here, but many organizations can help ensure you've pulled all the necessary permits for your chosen venue and city.
- ❑ **Security:** Whether it's protecting the AV equipment backstage, securing the footpath taken by celebrity guests or entertainers, or keeping patent pending/trade secret products away from prying eyes, security professionals know all the considerations required to give you confidence.





Design and Creative

- **Activation design:** Telling your brand story and thinking about how to take audiences in new directions that inspire learning, joy, connection, and trust.
- **Content strategy:** Creating, orchestrating, and communicating your message in a way that's aligned visually, verbally, and virtually across all media.
- **Exhibit and environmental design:** Ensuring your structures, graphics, lighting, and digital displays engage audiences and enrich experiences.
- **Experience design:** Telling your story through multisensory experiences that engage attendees on an emotional and visceral level.
- **Graphic design and production:** Signs, screens, banners, and structures must be created in use-specific ways and delivered with flawless production quality.
- **Presentation decks, video, and film:** Speaker support for presenters, video, and film messages all rely on the keen eye of a designer who knows how to work within AV parameters.
- **AR/VR experiences:** Augmented and virtual reality experiences can be used to showcase products and services in strategic ways.
- **Web design:** Informed by digital strategy and created by experts to optimize the user experience.

Strategy

- **Attendee journey:** Leveraging every touch point as an engagement opportunity.
- **Audience acquisition strategy:** Helping you reach the right audiences and grow attendance year over year.
- **Audience engagement strategy:** Knowing what you want audiences to do and designing objective-driven experiences that deliver. Event Services Shopping List 109
- **Brand and message strategy:** Ensuring that your brand is consistently represented in ways that are effective, efficient, powerful, and personalized.
- **Event portfolio planning:** Optimizing your total marketing spend against the key audiences you need to reach and existing events that succeed.
- **Event research:** Benefiting from what's known about consumer concerns and the most successful event models to plan for the future.
- **Growth strategy:** Tapping market insights to prioritize key segments that hold the most potential for growth.
- **Measurement and analysis:** Establishing the key drivers of success and a plan to measure the relative performance of each aspect of the event.
- **Sustainability strategy:** Event planning that leverages the most effective tools, materials, and technologies to support sustainability goals.





Sponsorship

- **Sponsorship strategy:** Data-driven method for creating engaging, exciting sponsor opportunities that also drive value for attendees.
- **Sponsor prospectus creative and design:** Smart alignment opportunities, experiential activations, and exhibit designs that inspire sponsor participation.
- **Sponsorship sales:** Engaging professionals who know how to increase event revenue while managing and retaining sponsors.
- **Sponsorship management:** Supporting and communicating with sponsors, vendors, and exhibitors so everyone performs at peak potential.
- **Sponsorship growth and retention:** Leveraging a data-informed strategy and reporting system to keep sponsors and to develop new prospects.



Event Planner Considerations List

Event Creator

- **Overall program management:** Soup-to-nuts oversight, generally provided by larger events agencies and GSCs.
- **Customer/exhibitor support:** Supporting exhibitors through experienced, helpful support centers that are available as needed via phone, email, text, and at on site booths from load-in to load-out days.
- **Production services:** From lighting design and AV solutions to theatrical extravaganzas, show pros know how to create memorable experiences.
- **Content and speaker management:** Educating, entertaining, and inspiring audiences by developing speeches, hiring professionals, and making it look effortless.
- **Graphics:** From small collateral pieces to giant digital displays, your event requires a professional look and feel.
- **Show site services:** Managing everything that happens at the venue, from installation to dismantling, including electrical services, material handling, furnishings, and everything it takes to keep the event running smoothly.
- **Talent acquisition and management:** Contracting keynote speakers, dancers, bands, and other entertainers requires professional attention to contracts, expectations, and implications for staging and equipment.
- **Venue selection:** Identifying event spaces chosen specifically to accommodate and amplify your event's objectives.
- **Space allocation:** Assess and understand the best use and design of available space for all activations, keynote, exhibits, breakouts, etc.
- **Food and beverage (F&B):** Determine the scale of meal service desired (banquet, catered, craft services), and negotiate how services will be provided and at what cost. Many venues maintain exclusive contracts with their own F&B providers.

Technology and Software

- ❑ **Registration and lead retrieval:** Customize your electronic registration process and enable exhibitors to leverage lead-management solutions to prove event return on investment (ROI).
- ❑ **Chatbots:** Engage and inform attendees with user friendly chat functions deployed before, during, and after the event, including fully integrated multichannel and voicepowered solutions.
- ❑ **Data integration software:** Understanding what the data is telling you requires a pre-built event-tech integration platform designed to reveal attendee insights and drive personalization.
- ❑ **Exhibit floor planning software:** Streamlining show floor management to view and edit booth space and status in real time, helping manage inventory and increase revenue. Potentially useful to gain fire marshal approval.
- ❑ **Analytics visualization:** Centralized analytics software featuring a dashboard of key data points showing you what you need to know, when you need it.
- ❑ **Sponsorship management portal:** Virtual tours of your venue, real-time information on availability, and in-platform digital payment processing to help drive sponsorship sales.
- ❑ **3 Virtual events platforms:** Providing seamless technology interface, audience interaction, networking opportunities, and sponsorship options.
- ❑ **Speaker content management software:** Organizing event content and speakers' presentation materials.
- ❑ **Polling and session engagement:** Leveraging attendees' own devices to deploy secondscreen engagement strategies during keynotes, learning sessions, meetings, and other interactions, including surveys, up-down voting, games, and more.





Exhibits and Environments

- ❑ **Easy exhibit ordering:** One online source to order everything for an exhibit, including turnkey services to have it delivered to the venue and loaded into the designated show floor location.
- ❑ **Custom design and fabrication:** One-of-a-kind, professionally designed and built displays, booths, and exhibits.
- ❑ **Custom rentals:** An eco-friendly solution that's also cost-effective.
- ❑ **Exhibit program management:** Contracting with a team of professionals to streamline and supervise exhibit programs, from storage, transportation, and delivery and setup to packing up and moving on to another location or back to storage.
- ❑ **Hybrid exhibits:** Leveraging the latest AV and event technology solutions can help exhibitors bring powerful ideas to life while leveraging digital to reach new audiences.
- ❑ **Mobile tours:** Management of all aspects of touring properties, from venue selection and event contracts to attendee registration and lead management.
- ❑ **Modular rental exhibits:** Rental exhibits can be outfitted with custom graphics and reconfigured to fill almost any size space and optimize every opportunity while leveraging investments.
- ❑ **Permanent installations:** Agencies can help design, build, install, and maintain a permanent installation as part of a strategy that extends the brand and builds community.

Production and Audiovisual

- ❑ **Studio broadcasting and live streaming:** Virtual or hybrid events, new product launches, video press releases—most events benefit from studio broadcast professionals trained to activate brand messaging platforms.
- ❑ **Keynote and breakout production:** Coordination of all script development, editing, and visualization, including scenic, audio, and visual support; may include talent sourcing and management.
- ❑ **Audiovisual design and production:** Professional AV support, with the latest software and equipment to optimize lighting and sound design, engineering, and on-site execution. (Make sure they understand and honor American Society of Composers, Authors, and Publishers [ASCAP] licensing rules regarding music usage.)
- ❑ **Digital displays and signage:** Digital displays provide real-time schedules, improve venue navigation and interaction with content, and communicate changes and updates in real time consistently across the event campus.
- ❑ **Projection mapping:** Using technology to turn any surface (exteriors of buildings and interior ceilings, floors, and walls) into a video screen.
- ❑ **Set, scenery, and special events design:** Theater professionals use props, scenery, costumes, and technology as part of their scenic design solutions.



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