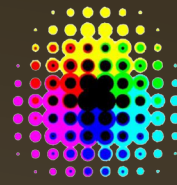


THE IDEA

- The birth of the event
- What it's going to be about; getting the brief right
- Who it's for; target audience
- What do you want to achieve; successful outcomes

WHAT HAPPENS NEXT?

- Venue search
- Branding and design
- Website and app design
- Promotion and ticket sales
- Marketing
- Blogging
- Content creators



nrg DIGITAL

BEHIND THE SCENES

- AV and sound technicians
- Lighting and creating the right atmosphere
- Getting the right Comperere
- Props
- Room and set design
- Films to introduce the event/speakers/scene setting

- Crew to film the event
- Show caller to keep everything running to time
- Entertainment
- Catering; menu planning and tasting, refreshments, special diets
- Flights/accommodation/transport for speakers

- Ticketing
- Sponsors
- Pre-event delegate information packs
- 3D digital mapping
- Posters
- Extra touches – table confetti /seating plans/trophies/client requests

THE EVENT PROGRAMME

- Speakers
- Programme
- Presentations
- Music
- NFC
(near field communication)
- Photography
- Event filming

ON THE DAY

- Registration
- Room setting
- Posters
- Badges
- Cloakroom
- Hostesses/staffing
- Goody bags
- Promotional stands
- Social media/live tweeting
- Special guests
- Press and media

POST EVENT

- Post event delegates pack
- Feedback from client and delegates
- Next event information
- Client meeting

THE ANATOMY OF AN EVENT