Access Panel
Network

Training Guides

A guide to Organising an event

You don't need to be a big shot or the most outgoing person in the world to network effectively but the exchange of information; ideas and contacts can make a huge difference. In this guide we will look at what networking is and how to do it.

Top Ten Tips

Event checklist

1. Getting there:
   Encourage guests to use public transport, walk or cycle to your event. Highlight routes accessible to all and location of nearby blue badge parking.
2. Access:
   Ensure communication methods and physical access enables a diverse range of people to be involved; make everyone feel welcome.
3. Reduce, reuse, and recycle:
   Only buy what you need. Hire or re-use items from previous events. Use recycled products where possible, for example 100 per cent recycled paper. If you need to buy, can the item and associated packaging be re-used or recycled after the event?
4. Buy responsibly:
   When buying new items, from food to fixtures and fittings, think about supporting local businesses, certified environmentally friendly and socially responsible sources, for example Fair-trade. Avoid polystyrene and PVC.
5. Catering:
   Provide free tap water and ensure there are options for people of different cultures and dietary requirements.
6. Energy and water:
   Seek to use low carbon and renewable energy. Use energy and water efficient appliances.
7. Do away with giveaways:
   Think, do you really need to provide giveaways? Will it really add to the customer experience?
8. Waste:
   Clearly label recycling and general waste bins. Locate them next to each other. Provide litter pickers for recyclables and general waste.
9. Local area:
   Make sure appropriate measures are taken to reduce potential impacts on the environment and local communities.
10. Health, safety and security:
    Ensure appropriate risk assessments have been taken and guests feel they are in a safe environment.

Check list for organising an event

Item	Recommended Time Frame
Objectives Identify the objectives of the event e.g.: • Aims • Purpose • Why is it necessary • What is hoped will be achieved by holding it	As soon as possible, but no later than two months before the event
Speakers (if applicable) Identify and approach speakers, and discuss convenient dates	As soon as possible, but no later than two months before the event
Chair (if applicable) Identify a Chair for the event – this is not always required but the role of a Chair is to welcome an audience to an event, and to introduce the speaker. This may be a person from your Access Panel or someone who is keen to support the purpose of the event.	As soon as possible, but no later than two months before the event
Dates Check around for any date clashes with other events, or to take advantage of existing events.	As soon as possible, but no later than two months before the event
After Action Review Book a date for the 'After Action Review' involving people who are involved in the event	As soon as possible, but no later than two months before the event

Item	**Recommended Time Frame**
Target Audience Identify your target audience and how many guests will be invited. You should consider: • Internal attendees • External attendees • The size of your venue • The event budget	As soon as possible, but no later than two months before the event
Venue Locate and book a suitable venue for your event: • Is this a realistic and suitable size • Does the venue have a suitable layout • Is the venue in a convenient location • Access requirements for all those with disabilities (not only physical requirements) • Capacity	As soon as possible, but no later than two months before the event
Budget Identify the budget for the event, considering: • Free or charge for delegates • Number of participants • Venue charges • Material and equipment costs • Printing costs • Mailing costs • Admin costs • Insurance • Catering costs • Technical charges • Travel expenses • Fees for contributors	As soon as possible, but no later than two months before the event

Item	**Recommended Time Frame**
Programme Develop the programme/timings for your event • Programme structure – length, variety, timing, continuity, order of play • Content – key contributors, key speakers, plenary, workshops, breakout sessions • Presentation – IT support, PowerPoint, voting mechanisms	As soon as possible, but no later than two months before the event
Confirmation Confirm in writing, the date and venue with: • The speaker • The Chair • Key stakeholders • Venue management	As soon as possible, but no later than two months before the event
Progress Updates Form a project team: • Arrange regular meetings • Assign responsibilities • Note all actions required • Record actions completed • Record Meeting • Develop an evaluation form for attendees to complete after the event	As soon as possible, but no later than two months before the event
Target Audience Collate a list of targeted invitees to your event.	At least eight weeks before the event

Item	Recommended Time Frame
Photographer Is a photographer required for your event?	Between eight and six weeks prior to the event.
Printed Invitations/Printed Materials	Seven weeks prior to the event invitations should be designed. It is recommended that invites are sent out six weeks before the event.
E-Invites E-invites should include the same information as printed invitations	Six weeks
Mailing Mail out of invitations to target mailing list	Six weeks
Replies Monitor replies and chase up non responses	From six weeks until the event
Website Add your event details to the website. The required information includes: • Speaker Name • Venue • Start and Finish Time • Event Title • Intended audience • If registration is required • Contact person and email address • An abstract of the event	At least six weeks before the event, but details can be added as soon as details are confirmed

Item	Recommended Time Frame
Catering When booking your catering you should consider the audience, time of day, budget, location and any dietary requirements.	Four weeks prior to the event the initial booking can be made. All catering must be confirmed at least one week in advance.
Technical Requirements Book technical requirements with IT or venue management – laptop, projector etc	Four weeks prior to the event
Catering Confirm final catering numbers	One week
Promotion & Publicity Collate any handouts, agendas, information resources and promotional materials that you might like to have at the event.	One week
Recording Event / Knowledge Transfer Consider how the event could be recorded: • Outcomes • Knowledge and discussion from workshops • Presentations • Website needs • Voting output (if used) • How knowledge captured can be used in future	One week

Item	Recommended Time Frame
Before the event starts • Arrive at venue and ensure layout requirements with venue are correct • Set up banners, stands etc • Set out any handouts and agenda etc • Meet the speakers and check they have everything they need, ensure that they are happy with the layout and running order of the event • Locate nearest toilets and fire exits	At least one hour before the event
Welcome Open the doors and greet your guests	From half an hour before the event
Evaluation Ask delegates to complete an evaluation form of the event	Closing of event
Thank You Send thank you letters and emails to speaker and guests	Within one week of the event
Invoices Process all invoices for payment	As soon as possible following the event
After Action Review Attend review meeting and ensure it is recorded	Within one week of the event

Access Panel Network

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