

## Planning an internal meeting

Please note:

When you're planning a public meeting as opposed to an internal one, you need to take numerous additional aspects into account, such as participant acquisition, media relations, participation fees, sponsors etc.

### Step 4:

#### Professional & well-planned processes — event organization.

- Design, do layouting and send (or arrange the dispatch of) Save the Date messages and invitations
  - What information must be included in the invitations?
  - Analogue or digital?
- Organize participant management
  - Organize the participant registration process
  - If appropriate, set up a hotline for questions and changes
- Decide on service partners and commission them
- Create set-up plans
  - What is the equipment and seating plan for each individual room?
- Create flowcharts
  - List all the individual programme points in a timeline, complete with all the related information
  - Event direction plan (programme point, projections, microphones, background music, lighting effects)
- Ask the people who will be on stage about their technical requirements, plan these and inform your technology partners
- Make to-do lists for any elements missing from the flowchart. Flowcharts show where gaps still exist in the event planning.
- Plan the construction and dismantling periods
  - These plans must ensure smooth logistics for the specialized workers doing the construction and dismantling
  - Equipment: Which equipment will be provided by which companies?
- Make a "Branding, route information, signposting" list
  - The list should include information about the locations, content, dimensions, materials, and producers of the materials

- Take the stage design into account
- Take the layout of the presentations into account
- Have the graphics and content produced according to the list
- Plan the catering
  - How many people will be eating?
  - When should coffee breaks and lunch breaks be planned in?
  - Must special allergies/religious customs/food intolerances be taken into account?
  - How should the catering be designed in order to match the meeting perfectly (brown bag sessions, small plates for food at the exhibition, finger food, buffet etc.)?
  - Catering for the crew and the performers
- Planning, creating and ordering conference materials
  - Make a layout for the presentations
  - Produce supportive content for the meeting (jingles, films, superimposed texts, PowerPoints)
  - Printed materials (e.g. badges, a conference folder, feedback questionnaires)
  - Carrier bags
  - Biro's
  - Pencils
  - Notepads
- Briefings for all the specialized workers, speakers and performers
  - A general briefing about the event
  - Information about arrival options and other framework conditions
  - Precise areas of responsibility:
  - Times
- Make phone lists that include the name, company, function and mobile phone number of each participant.
- Human resources & team planning and briefings for the staff
  - A general briefing about the event
  - Information about arrival options and other framework conditions
  - What is each person's area of responsibility and the place and time of his/her work assignment?

- Clothing
  - Catering for the crew
  - Cloakrooms
  - Breaks
- Submit and receive registrations and authorizations
    - Insurance policies
    - GEMA (German Authors' Rights Society)
    - Artists' social insurance
    - If appropriate, contact the building authority for specialized uses

Version: 2019

Masthead:

Cologne Convention Bureau  
KölnTourismus GmbH, Kardinal-Höffner-Platz 1, 50667 Köln  
Tel. +49.221.34643218 | [www.locations.koeln](http://www.locations.koeln) | [convention@koelntourismus.de](mailto:convention@koelntourismus.de)

Responsible for the content:

welcome Veranstaltungen GmbH  
Frauke Landsberg  
[www.welcome-events.de](http://www.welcome-events.de)