

Planning an evening event

Please note:

This checklist assumes that you are planning an evening event to which a select group of participants has been invited and for which no participant fees will be charged.

Step 4:

Professional & well-planned processes — event organization.

- Make your final decisions about the service partners and commission them to implement the concept you have developed.
- 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 the participant management.
 - Set up the registration procedure for the participants.
 - If appropriate, set up a hotline for questions and changes.
- Create set-up plans.
 - How will each room be equipped, fitted out with seating and decorated?
 - Technical equipment and lighting effects?
- 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 all the protagonists 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 and when?

- 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.
 - Have the graphics and content produced according to the list.

- Plan the catering.
 - Select the food and beverages
 - How many people should you order for?
 - Must special allergies/religious customs/food intolerances be taken into account?
 - Catering for the crew and the performers?

- Plan the table decorations.
 - Define the desired table decorations and order suitable sketches or photos of possible decorations.
 - Prepare a set-up of a table.
 - Will you have seating plans? If so, work out the seating plans and make place cards.

- 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 and periods of duty.
 - Catering for the crew

- 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.

- Make phone lists that include the name, company, function and mobile phone number of each participant.

- 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:

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