

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
 - 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

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Masthead:

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