

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 2:

The key elements of event planning: Conception & calculation.

- Develop a conceptual guideline with creative and logistical elements. This will answer the “W” questions in Step 1 and define the basic concept behind the evening event’s ideal profile.
- Develop a concept for the staging (dramatic structure, flow of events).
- Carry out research to find the location that best fits the event profile (hotel, event location, the company’s own premises) in the destinations you’ve decided on.
- Carry out research on content that matches the event’s profile (performers, speakers, interactive elements, presenter).
- If appropriate, carry out research to find partners (catering, equipment, decorations, technology etc.) that are needed and available.
- Send a detailed briefing to the possible partners to inquire about the event elements you’ve developed, so that you can receive customized responses and offers.

Please note:

As you carry out your research concerning the initial concept, focus on the basic cornerstones that will determine the meeting’s success, such as the location, your concept for the staging and the dramatic structure, compelling content, and show programmes. At this point, certain details such as the precise choice of a menu or the table decorations are not yet significant, as a rule.

- Check the offers that are sent in and compare them.
- Draw up a concept: Create a draft concept (e.g. a PowerPoint presentation) that brings together the elements in question that match the evening event’s structure, date, budget, your concept for the staging and the dramatic structure, and the framework requirements you have worked out (Step 1).

- Prepare a cost calculation/a budget based on the offers you have received (ideally in an Excel spreadsheet).

Please note: In your cost calculation, take into account the elements that are absolutely essential for staging the evening event. The detailed costs of other elements can be added later on the basis of your experience or a budget. They don't have to be included in your plan just yet.

Elements that should be included in your cost calculation:

- Communication (graphics, invitations, all print materials, presentations, website, app, possibly media costs)
- Location, including all related additional costs
- Furnishings, equipment, amenities
- Room and table decorations
- Technology (stage, ambient and show lighting, sound system, projection)
- Catering (food and beverages), crew catering
- Programme: Speakers, entertainment, show, possibly an interactive programme, presenter
- Branding, stage design and route information
- Human resources (hostesses, services, security, construction and dismantling, paramedics, fire brigade, cloakroom, restrooms)
- Documentation: Video production & photographer
- Giveaways
- Participant management
- If appropriate, travel costs for the guests
- If appropriate, hotel accommodation
- If appropriate, transfers
- Miscellaneous: GEMA (German Authors' Rights Society), artists' social insurance, insurance policies, transportation and travel costs, expenses of the team and the protagonists, performers
- Definitely factor in a financial buffer to cover any unexpected costs!

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Masthead:

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