EVENT VENUE PREPARATION cont.

Set up event venue

Prepared by: Cheryl Y.

Event run down information

(事件失败解释)

Event run down __interpretation__

Event order

Event order can be defined as a standard form setting out all the details needed for function and event operation. The event order is used by function staff. Everyone works of the same page so details are clear about key times and equipment needs. Also covers staff required and clients' details plus agreed costs and charges.

BANQUET EVENT ORDER (BEO) FORM

Department: _____   Date: _____

Contact Person: _____   Phone #: _____

E-mail: _____

Event Name: _____   Type of Event:
                                          Breakfast
Location of Event: _____   Lunch
                                          Dinner
Estimated number of Guests: _____   Reception
                                          Other: _____

Set-up Time   :
Event Start Time   :
Event End Time   :

List Menus Items:

List of Beverages:

List Equipment Needed:

List Miscellaneous Services Needed:

Prepared by: Cheryl Y.

Figure 1: Sample Event Order

Checklist

Checklist is a list of items required, things to be done, or points to be considered, used as a reminder.

Basically, there are two types of checklist.

1. DO-CONFIRM checklist

With the DO-CONFIRM checklist you do the job from your memory or your experience. But after a certain period, you stop. You pause, take the checklist and confirm everything was done as supposed. Using this type of reminder checklist is a great way to make sure everything is being done in the right order.

2. READ-DO checklist

What is a READ-DO checklist? It's the typical checklist when you first READ what you have to do, and then you do it and check you've done the task. Or read what you do, check the task and start doing it. You don't go through a series of tasks and then use the checklist to see if you've done those tasks in the proper order like with the DO-CONFIRM type of list.

Many checklists don't need to be done in the proper order. You can do the things you're supposed to do in random sequence. It really depends on your situation. But please know that the tasks on the checklist aren't always required to be done in their proper order.

Speakers
- Identify possible speakers
- Draw up shortlist
- Invite speakers
- Confirm speakers
- Obtain speaker biographies
- Obtain and agree session abstracts
- Circulate abstracts around speakers

Venue
- Identify candidate venues
- Get venue quotes and availability
- Agree venue
- Agree date
- Sign venue contract
- Update Conference budget
- Decide on menu
- Check on AV requirements (projector, PA)

Figure 2: Sample of Checklist Event

(队列表)
Queue sheet

The queue sheet is a timeline of activities within the event (sessions, order of presenters, breaks) and should include any same day, pre-event requirements for the providers and presenters such as a technical orientation or time to download presentations.   The queue sheet should also list the key event staff and their contact information.

A cue sheet can be defined as a sequential list of changes running through a performance. It can be used to document lighting changes, sound changes, special effects and set movement. They are used by technicians to 'run' a show and get all the elements of the show in the correct order at the correct time. Large shows have a single cue sheet on which all the cues for all the elements are listed, along with the position in the script at which they happen. This is referred to as the book and is used by the stage manager to call the show, a process by which each cue is relayed back to the various operators running the show.

Example of a simple lighting cue sheet.

| Cue Number	Act Scene	Cue Point	Page	Cue Description
LX 34	Ac I ScIII	The stage left door is shut	19	Hall light is dimmed to 30%
LX 35	AcI ScIII	Stuart says "Shall we go outside?"	20	Lights in lounge dim slowly and lights in bedroom go on.
LX 36	AcI ScIII	Music stops	20	All stage lights dim to black and audience lights come up.

Cue number – The number of the next cue. The prefix can be LX, SX, FX or Rail (used for fly cues).

Act/Scene – The act and scene in which the cue takes place.

Cue point – The specific point in the performance at which the cue will take place.

Page – Page number of the script.

Cue Description – Description of what changes will take place during the cue.

Event theme and concept

How to Design an Unforgettable Event Concept
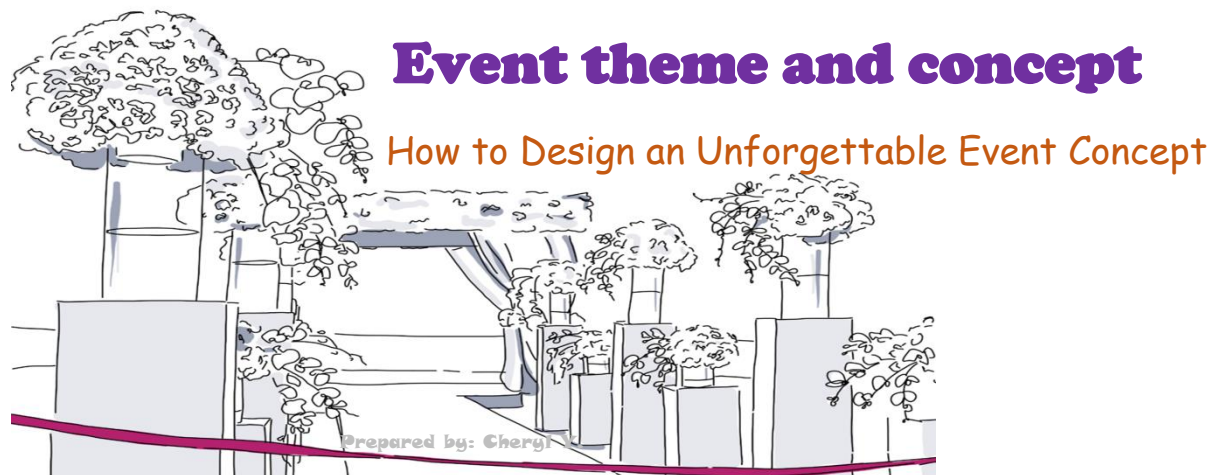
Create an event concept that attendees will talk about for months afterwards through a combination of strategy and creativity. In this article we'll get into how to do exactly that along with plenty of inspiring examples and ideas.

First, What Is Event Design?

Event design is the appearance and feel of an event. Things like decor, venue layouts, and theme all play a role in designing an event.

And What Is Event Styling?

Event styling refers to all the visual aspects of an event including things like lighting, flowers, and tablecloths. As you can probably guess, an event stylist is in charge of bringing these features to life. Typically they'll follow the event designer's vision and do their best to make sure their work aligns with the client's desires as well.

The main differences between event design and event styling are that event designers focus on creating an overall aesthetic of an event and mainly stick to big

picture ideas. And an event stylist, on the other hand, creates and executes the details of that vision. Their job will often involve styling not only the venue but also the food and even the featured attendees (like bridal parties or guest lecturers) or staff sometimes too.

The Difference Between an Event Theme & an Event Concept

An event theme is the big idea behind the entire shindig(狂欢会/盛大庆祝会). It often involves the overall tone, structure, and goals of the event. An event concept sounds similar but is distinctly unique. By definition, an event concept is the event details and elements that make up the practical aspects of the event itself.

For example, if the event designer chooses to do a luau theme (a Hawaiian party or feast), it's the event stylist's job to figure out what activities will take place, what decor elements they'll need, and basically everything else you'd need to know to actually host the event.

Tying it all together: Event designers spend more time dreaming up the general event theme while event stylists focus on the event concept (i.e. bringing the theme to life).

Particulars	Concept	Theme
Definition	Defined as an abstract idea or a notion formed mentally or an understanding of ideas evolved due to reasoning, experiences or knowledge.	A Theme is a central subject of a talk or the main idea with frequent usage or occurrence in a story piece or topic to be discussed.
Relationship	A concept can appear in under a single theme.	Whereas, a theme can have many concepts under one theme.
Example	Concepts of Nuclear or Joint family in Sociology.	Love, Friendship, Revenge, War, Retro theme etc.
Nature	It is more specific.	Can be generalized with various ideas.
Scope	Limited in regards to ideas and innovations.	Has a broader scope with many new categories evolving with the change in time.
Difference in usage	Can be unique with execution using innovation or imagination in style etc.	It is basic and usage is generalized in regards to personal opinion or view point for a certain thing.
Related Terms	Conceive, Conception, Conceptual, etc.	Theme, Theme park, theme song.
Synonyms	Notion, abstraction, conception.	Idea, topic, subject, matter, central point.

Rainbow Theme Party

Prepared by: Cheryl Y.

How to Design an Event Theme in 4 Simple Steps

No matter what type of event (corporate, private, etc.) you're designing, follow each of these helpful steps.

1. Have concrete and detailed event goals, as well as a system in place for measuring event ROI (Return on Investment). (投资报酬率)

This is the foundation from which all event theme decisions are built. Otherwise you're just picking random event themes that sound fun. Instead, make sure you and your company or clients are on the same page about why this event is even important to begin with.

Your event theme should have that clear of a vision as well: something that fits the brand, the event goals, and the audiences' tastes, all at the same time.

2. Get to know your audience.

The best way to identify your target audience for an event is to analyze any data you may have about attendees from previous events. Surveys, ticket sales rates, and even social media shares can help you uncover clues about their likes and dislikes. Look for patterns and make a list of elements you may want to remix into this new event concept.

If you don't have attendee data from past events, you can always try:

- o   Analyzing your competition's key demographics

- o   Looking for ideas at other similar industry events

- o   And sending out a survey to social media or newsletter followers.

3. Gather information on your potential attendees to get a better understanding of their interests, likes, and personal goals.

Data is your best friend. Look at numbers and patterns across every available resource. Use web analytics, ticket sales performance, and attendee surveys to gain greater insight into the wants and needs of your audience.

One of the latest trends in marketing for 2019 and beyond is people-led planning. This approach relies on audience feedback to determine event budgets, messaging, and even what type of events they host.

Compared to the old ways of thinking (when planning every dollar and activity before Q1 of a new year sent event organizers around the country into a frenzy during the holiday season), this idea of going with the flow and allowing audiences to practically make decisions for you is pretty radical.

4. Choose an event venue that supports your goals and caters to your target audience.

Your event venue determines most of what your event will look and feel like, making it very easy to narrow down your theme choices. There's even been growing demand for nontraditional event venues in recent years. For example, if your event theme is catering to paralegals who need help building team rapport, you may consider choosing an escape room or indoor volleyball court for your venue, something that helps them build relationships outside of the office.

How to Design an Event Concept in 3 Simple Steps

Now that we've cleared up any confusion about all the relevant terms and dipped our toes into the event design process, it's time to learn the best practices of event concept creation. Use these ideas to get inspired and wow your attendees!

1. The Attendee Journey Map

Step into your audience's shoes and consider your event concept through attendees' eyes. When you create an attendee journey map you'll be able to figure

out why participants would feel motivated to attend, how they'd be most likely to discover it, and how you could use your event concept to drive attendance. Sometimes all a potential attendee needs to click that registration button is a fresh event concept.

2. Choosing the Event Focal Point

This main attraction will form the center of all your other event concept ideas, tricks, and strategies. Once this is in place you've done more than half of the hard work needed to pull off an awesome event concept.

3. Factoring In Partners and Sponsors

Communicate well with partners and sponsors by seeing the event from their perspective and understanding what information is most relevant to them. For example, a conference sponsor is going to be more concerned with their banners and signage than what caterer you chose.

So only communicate the most important and relevant information to each individual party. Focus on 3-5 event areas that most greatly impact your stakeholder's goals. Then ask the stakeholder which areas most interest him or her. They'll get the information they need and you'll make sure that each decision is being made by only the most relevant parties.

The best way to negotiate with all three decision making parties (clients, designers, and stakeholders) is to come up with an event concept that:

- Helps everyone achieve their goal
- Allows each brand to cohesively mingle
- Is unique enough to capture the attention of everyone's target audiences
- Meets the aesthetic expectations of everyone involved

And last but certainly not least, be sure to check out these 5 questions to ask when creating an event concept.

Now, it's time to dive head first into some of the latest/greatest event concept trends and ideas you can use to make your next project a huge success.

5 Questions to Ask When Creating an Event Concept

In conceptualizing an event, brainstorm to *determine* the experience, *develop* the concept, then *design* the experience. There are five important questions to ask when creating the event concept:

1. Why is the event being held?

Identify the importance and viability of holding the event.

2. Who are the event's stakeholders?

Understanding the event environment is fundamental to creating a spectacular affair. In order to understand this environment, the event's stakeholders (major players) must be identified. The event manager must examine the objectives of these major players and understand what each of them expect. Once this is understood, you will have the necessary information to bring together the creative elements of the event.

3. When is the event taking place?

Make sure there is enough time to dedicate to basic research. Consider the needs of the audience, and be informed of any climactic conditions if the event is to be held outdoors.

4. Where will the event be staged?

The venue choice must represent the best compromise between the organizational needs of the event, audience comfort, accessibility, and cost.

5. What is the event content or product?

This must match the needs, wants, desires and expectations of the audience, and must synergize with the why, who, when and where of the event.

Prepared by: Cheryl Y.

6 Effective Ways to Wow Your Attendees With Your Event Concept

Here are some highly effective event concept ideas that will entertain, surprise, and delight attendees.

1. Speakeasy Venues

We're about to enter the Roaring 20's – again!
What better way to celebrate than by bringing back some super fun themes from the time period? This event concept trend relies on having an adventurous audience – people who are totally game to register and receive an address (and secret passcode, of course) mere hours before the event. From wedding receptions to office holiday parties, this versatile idea adds a little mystery and intrigue to any event type.

2. Intellect Marathons

Basically anything you'd normally do at an event can be turned into a marathon if you do it long enough! At least that's the motto at most tech events like hackathons and editathons. But really this concept can apply to almost any other event goal.

For example, let's say your event goal is to bring a network of like minded customers together to form a community of lifelong fans. To do this, you could create a meet-and-greet athon, where everyone at the conference has to introduce themselves to everyone else. And we mean *everyone*. You can even incorporate your event app to help facilitate the process.

3. Blank Slate Periods

Remember when we mentioned letting your audience make some of your event decisions this year? Well it's no wonder why blank slate periods have become so popular too. Blank slate periods are entire event agenda blocks that are left intentionally empty. Attendees can sign up to attend these blocks and, when they arrive at the designated venue, they will then work together in groups to come up with ideas for how they'd like to spend their time. Facilitators can help get the ball rolling or keep people on topic, but for the most part your attendees get to be as creative as they'd like.

Similar to free period for adults, they get to engage with one another directly, spend their time however they want, and expand their networks in ways most events wouldn't allow them to.

For example, say you're hosting a one-day seminar on leadership in sales. During the blank slate period, groups of attendees can opt to rehash that they've learned so far or give each other advice on what their biggest pain points in this area. Or they can participate in fun team building exercises that build on concepts presented in lectures from earlier in the afternoon.

4. By Invitation Only

Want to make every event attendee feel like a VIP? Then use this trending event concept for your next get together. The idea is simple: only those who have received the golden (or emailed) ticket may attend. It's a great way to make those chosen few feel special, maximize attendance rates, and strengthen relationships with your most significant brand partners or clients.

5. Mix Business With Pleasure

There's a lot of buzz around nontraditional corporate functions these days, which would explain why companies like Wanderlust are using this event concept as an excuse to host well-attended mindfulness retreats and live concerts. This event trend is all about leaving work behind and engaging attendees in activities they already love doing in their free time. High value experiences like the ones Wanderlust has programmed are especially effective, for a few reasons:

- o Some professionals don't have the time or ability to take vacations, enjoy leisure activities, or participate in hobbies outside of normal daily life. Which is why this event concept would be especially appealing – they get to have a lot of fun while they're still technically at a work function.

- o Leisure-centric events promote greater holistic health, can lead to improved creativity, and present more opportunities for attendees to form lasting connections.

- o They're easier to market – who wouldn't want to go on a kayaking trip or visit a theme park?

6. Surprise Pop-Ups

Mystery and intrigue is one big overarching theme in 2019's event concept trends so it makes sense why this type of experience would be in such high demand. The bonus benefit to hosting a surprise pop-up is the fact that it can be added on to any event you already have in the works, no matter how last minute. And while you won't be able to market what the surprise is exactly, you can let attendees know that when and where that special mini event will take place.

Here are some ideas for surprise pop-ups you can include in your next event:

- o **Meet industry celebs.** Coachella attendees who stopped by the BMW pop-up at this year's event were treated to and meet and greet with DJ Khalid.

- o **Trips down memory lane.** Nostalgia for the 80's and 90's is going strong (as evidenced by the latest Pokémon movies and Stranger Things season). Unexpected experiences that bring audiences back to these times in their lives can be a very powerful tool for generating event ROI. For example, the movie premier of *Where the Wild Things Are* set up a surprise shop with collectible merchandise and photo ops that brought out the kid inside every one of their attendees.

All in all, a surprise pop-up experience might be just the wow factor your concept needs to make the event extra special.

Now You're Ready to Create Memorable Event Concepts and Designs!

Think you've got the hang of creating event concepts and designs by now?

Event facilities preparation

Choose your venue carefully depending on the size of the event you are planning.   You should consider equipment and the number of people you plan to attract.

Have a think about

- How many people are likely to attend – research similar events? Is the site big enough to accommodate everyone comfortably?
- Are there enough exits to get everyone out in an emergency?

- Are there any features that might impact on the event? E.g. ditches, banks, trees, overhead cables, gradients, ponds, rivers, sub stations, ground conditions etc.
- Can you get any vehicles you need on and off the site without causing any damage or getting stuck?
- If the event takes place in the evening is there adequate lighting?
- Is it going to be accessible to everyone?
- What will be the effect on parking in the surrounding area?
- What are the timings for the event, particularly if the site is in a residential area?
- Carry out a site visit and draw everything you need onto a site plan. It makes it easier to visualise and explain to others.

Look at the facilities at your venue

- Toilet provision
- Waste & Recycling facilities
- Electricity supply
- Water supply
- Fencing required
- Parking facilities
- Public transport

Decide if you need anything else to cater for the audience you hope to attract, but please remember that anything you hire will become your responsibility once it is on site and must be covered by your insurance. You need to think about these aspects early on so that you can arrange for services to be provided.

Event logistics schedule arrangement

Meeting space reservations, including setup and layout, onsite events, etc., demand a robust plan or using the additional integrated apps. To create an effective event logistics plan, consider the following:

- Event goals & strategy
- Budget
- Target audience
- Theme
- Number of attendees
- Catering
- Program
- Promotion

Of course, the list of things you need depends on what type of event you are having. For example, if it's being held outside, the list will be slightly different: food trucks, umbrellas, mobile stage, etc. Make your logistics list in advance and markdown whether you have considered everything you need.

Before the event: Logistics that set the stage

Prepared by: Cheryl Y.

1. Clarify your event goals and your event value proposition

Your event goals are the things your business or client wants to achieve by the end of the event. It could be team building, building excitement around a new product, or raising funds for a non-profit organization.

An event value proposition focuses on the attendee experience, so that your event aligns with their top needs and interests. The EVP essentially clarifies the goals of

your guests, whether they want to enjoy the headlining acoustic band, learn something new, or meet interesting peers in their industry.

All decisions, including logistics, should flow from these goals. Ways in which your event goals and EVP can help guide your logistics choices:

- o If your event goal is hands-on time with a new product, you'll make sure you're the temporary stage vendor provides multiple stairways and ramps to facilitate crowd flow.

- o For a large event featuring a string quartet, logistics should involve the setup of a sound system that allows every guest to enjoy the music at a comfortable decibel.

- o For a college symposium that starts with seminars in one building and is followed by a reception across campus, logistics will involve golf carts for people with mobility issues and older guests.

2. Create an event planning timeline

Keep your event logistic requirements on track with a detailed event planning timeline. This timeline should include key dates and tasks, from early planning meetings to venue research to contracting with vendors, such as furniture rental companies and catering companies. Share the timeline with your team and have them add tasks to ensure nothing is skipped.

3. Consider logistics in your venue choice

For obvious reasons, logistics depend heavily on location. Examples of when event logistics should influence venue sourcing:

- o **50th wedding anniversary** – Many of the guests will likely be older. Choose a facility that doesn't require much stair climbing.

- o **Large-scale outdoor event** – The venue may have a beautiful expanse of land, but look for another location if the local roadways can't manage the traffic.

- o **Company team-building weekend** – The hotel and event rooms are a distance from regional tourist attractions. Choose a closer venue or organize bus outings for employees.

4. Assign team members to key logistics tasks

Every member of your team should have logistics assignments. Some critical logistics tasks:

- o Check venue door measurements to ensure vendors can get inside.

- o Rent rope barriers for check-in guest flow.

- o Scout the ideal locations for event signage.

- o Clarify delivery door protocols with the venue.

- o Create a car traffic management plan and train attendants.

- o Double-check ADA compliance and accessibility.

- o Confirm travel arrangements for guest speakers and VIPs.

If you're a one-person operation, use your event planning checklist and calendar to make sure you hit all the key logistics touch points.

5. Spend time creating clear signage

Without clear signage in the right locations, guests can get confused at events and even cause delays in celebrations, performances, or meetings. At difficult to find venues, post signs on roadways leading to the property. Also use outdoor signs to guide guests to parking lots and the event entrance. Inside, create clear signs that direct attendees everywhere they need to go during the event, including the check-in desk, bathrooms, meeting spaces, presenter booths, and the ballroom.

6. Clarify logistics expectations with every vendor

Each venue will have its own logistics routine. There may be set equipment loading and unloading times, requirements to use moving blankets to prevent wall scuffs, temporary ramps for large equipment, and more. Though many vendors will already be familiar with the venue or do the research themselves, don't leave this to chance. Find out the venue expectations and rules for every stage of the event—and pass this information on to your vendors.
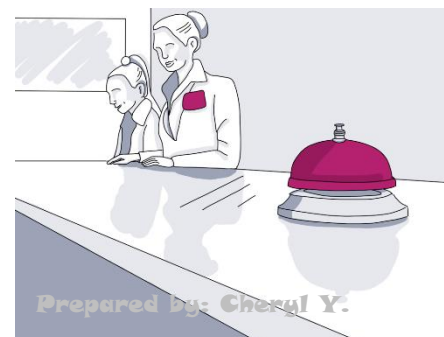
7. Customer service training

Everyone on your team should be able to manage attendee complaints, confusion, and even frustration. The ability to handle these situations with patience can prevent event log-jams during check-in and at any point during the event.

Rare quiet moments are a good time to work on customer service training. Practice greeting and guiding guests and roll play how your team will manage common problems, such as angry attendees or a late start to a panel discussion.

8. Read reviews of vendors

You can find reviews for most companies in online review forums. Sites to check include Google Reviews, Yelp, Business.com, Trust Pilot, Angie's List, and The Better Business Bureau. Best practices for reading reviews:

- Check the number of reviews; a larger number is more informative.

- Check as many sites as you can; it's telling if the number of stars or negative reviews is consistent across sites.

- For larger companies, check employee review sites like LinkedIn or Glass door—these can illuminate chronic internal problems.

- Read the reviews, don't just look at the stars. You may find tidbits that matter to you, both positive and negative. Here you'll uncover the small company that checks-in regularly in the lead-up to the event day, or a large company that doesn't seem to staff adequately.

9. Event space walkthroughs

If you're planning an event at a new venue, you or a team member should see the property first-hand. Things to look out for during your walkthrough:

- Disorganized valet parking. You may need to hire an outside vendor.

- ADA compliance. If there are many guests with disabilities and only one a single-rider handicapped elevator, a temporary ramp can help attendees enjoy the event faster.

- Are there adequate power sources for A/V setup in every event room?

- WiFi and cell service. Is it powerful enough for the event's needs? You'll need flawless connections if your event includes instant audience polling or live streaming.

- Sightlines and throughways. Double-check that attendees can move freely in every space and that emergency exits are clear.

10. Create a day-of communication plan.

This must be established beforehand, or it'll be chaos on event day. Establish the chain of command among team members, clarifying the types of problems that should be handled on the spot, whenever possible, and those that require event manager involvement.

Have multiple communication tools, such as walkie-talkies, cell-phones, and even hand signals. You should have secondary options in case there are issues with one mode of communication, such as a sudden slow-down in cell service.

Pre-event logistics tools you need:

1. **Automated to-do reminders.** Set alerts within your event planning software to remind you of essential logistics tasks, such as signing final contracts with the tent company and reviewing venue bump in and bump out rules with vendors.

2. **Shareable event planning tool.** Keep the entire team on the same page whenever necessary. You can share the most up-to-date event layout, essential contacts, and the guest list.

3. **Event diagramming tool.** An event layout tool helps you plan your event flow and the location of elements that impact logistics, such as podiums, temporary stages, and buffet tables. Social Tables layout tool lets you switch to a 3D view so you can conduct a virtual walkthrough and spot sightline and crowd flow issues.

Day of the event: Streamlined logistics when it's ShowTime
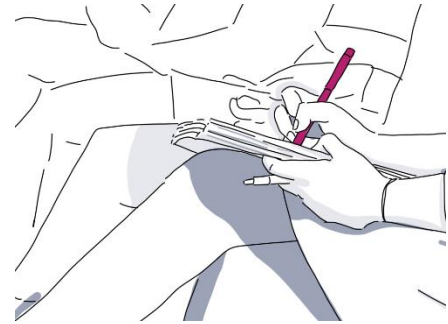
11. Coordinate 'bump in' with multiple vendors

Make the most of your event team's time by overlapping vendor arrivals—which you'll already have established. But a team member should be assigned to ensure vendors understand the best routes for equipment and supplies. This person will be the go-between who lets the A/V vendor know when the temporary stage is ready for them to rig up the sound system.

12. Schedule time for a run-through

Things can easily slip through the cracks on event day, so include a run-through of the event two hours before start-time. Depending on the size of the event this can be handled by one trusted team member or several. Things to check before go-live:

1. Microphones. Are they working? Is the volume correct?

2. Video. Play planned slide presentations and videos to make sure they are ready to go.

3. WiFi and cell service. Can people log in and share event hashtags with ease?

4. Set up the 'green room' for speakers. Make sure the bottled water and a few light snacks are available for presenters.

5. Sightlines and audio. Make sure people can see and hear, even from the back.

6. Trip hazards. Walkthrough looking specifically for cords that should be taped down and temporary carpets that need smoothing.

13. Assign a specific team member to a troubleshooting role

Things will go wrong. A burner not lighting in the kitchen? This could slow down dinner service. A passable audience microphone out of commission? This undermines planned Q&A sessions. A broken chair at the panel discussion table? This needs switching out before VIPs arrive.

With a team member on troubleshooting duty, and at the ready with their walkie talkie or cell phone, these issues are resolved before minor hiccups become major problems.

14. Make sure team members are recognizable to attendees

Everyone working the event should be recognizable to attendees. The event style will guide how you make your team recognizable. For conferences and company meetings, brightly colored branded T-shirts are an excellent way to stand out. At formal events, dark suits or dresses with an understated nametag is a good idea.

Security should also stand out, with either bright T-shirts that with 'security' spelled out, or uniforms.

Post-event: The logistics after the guests are gone

Prepared by: Cheryl Y.

15. Schedule bump out, too

Just like you, most vendors don't like to waste time. But they'll need to give each other room to work as they bump out of the venue. Find out in advance how long the process takes each vendor. Before the event, let each vendor know the loading dock or doorway they should use during bump out, and let the venue manager know so they can assign someone to operate the lifts.

Simple requests can help. For example, ask the catering company to clean and pack up their gear completely before moving it outside to give the table rental company time to clear out the dining room quickly.

16. Remain on-site until the last vendor has left

The behavior of your vendors reflects on your event planning business. You or a team-member should oversee the bump out so it moves along at a reasonable pace and is done with care. Things like leaving messes and stains, or not putting things

back in their place is disrespectful and should be corrected. When the work of vendors is exceptional, express your appreciation. A final walkthrough after the event with the venue manager is a good practice, so you spot issues immediately.

17. Conduct a post-event debrief and attendee surveys

It's all too easy to charge onto the next event without taking a breather. But take time to discuss the pros and cons of the event with your team members while it's still fresh. Also, communicate with your vendors to see if they noticed things you did not.

Post-event surveys provide overall guest impressions of the event, from where it exceeded their expectations to where it fell short. Use event survey apps, such as SurveyMonkey or Wufoo, to build simple, brief surveys. Questions to ask include:

- o Did you enjoy the event?

- o Was the event what you expected?

- o Did you learn things you'll remember?

- o Did you like the food?

- o Did you know where to go next throughout the event?

The combination of post-event debriefs with your staff and guest surveys should highlight problem areas. Use these insights to make changes at future events. Slow lines at the swag table, for example, may prompt a shift in your check-in table layout. Attendee confusion at a conference may suggest the need for another concierge at similarly sized events.

Helpful post-event logistics tools:

1. **Post-event survey apps.** These apps make it easy to understand the guest experience through surveys. Discover how to get the most helpful, actionable information out of your post-event surveys.

2. **Event planning notes.** Use your event planning software to store information about the logistic choices that worked best for different types of events.

3. **Store diagrams and contacts for future use.** Save event layout diagrams in your planning software, and keep a list of the logistics partners who always improve

event flow. When planning similar events, you can use the layouts as a starting point and reach out to top-tier vendors immediately.

Logistical bumps are unavoidable, but incorporating smart strategies into your event planning process keeps them at a minimum—and helps you manage problems when they pop up.

Now You're Ready to Get Event Logistics Right!