



Main Steps for Planning Your All Aboard 2017 Event

All Aboard 2017 Event Objectives

You need to set a clear event goal and objectives- why are you running this event and what do you hope it will achieve?

Set a Date, Time and Venue for your Event

Your All Aboard 2017 event/s must take place between Monday 3-Friday 7 April 2017. Choose a venue that suits the staging of your event, the size of your target audience and make sure accurate directions for your event venue are carried on relevant promotional materials that you develop.

Organise An Event Management Team & Agree an Overall Event Plan

Appoint a team to organise your event/s and ensure that responsibilities are shared by all team members. Agree your event plan and budget and be clear on what each team members responsibility will be. Meet regularly to review progress.

Event Format

Decide on a format for your event/s. The length of the event, the running order of speakers, the inclusion of coffee breaks, the use of entertainment, the role of the MC will all need to be decided for your event format. If you are using a guest speaker for your event then research, book and brief guest speaker/s on your event and their role in it. It is very important that anyone involved in fronting

your event is very clear on the running order of the event from start to finish.

Event Logistics

Depending on the nature of your event, your logistics needs may be small or demanding. Below are the key logistics you may need to organise for an event:

Dressing the Venue

With your event venue chosen, you need to decide on the venue set-up for your event. Perhaps your venue already has all of the furniture and equipment required to run your event. But if it doesn't, you might need to locate or hire furniture that you will need for your event to run smoothly. Seating, tables and staging will need to be arranged.

Audio-visual : What are your audio-visual needs? Does your event require screens, laptops, microphones, lighting?

Catering: You may not have any catering requirements for your event. However, if you have, then book your catering requirements in advance. Remember to include special dietary requirements in your catering order.

Database & Invitations

In addition to promoting your event in your local media outlets, you might also decide on a guest list for your event. Draft and issue an event invitation to your target audience/s. If necessary, make a list of VIP guests. Make sure that your local media are included in your Invitation List. Download your All Aboard 2017 Invitation template from here. If you require your guests to pre-register for your event then your invitation should provide clear details for the Event Registration system.

Promoting Your Event

It is vital that you promote your event at least six weeks before it takes place. You can promote your event by drafting and issuing press releases (sample press release is provided in Resources) and

information notices to local newspapers and radio stations in the lead-up to your event. In addition, develop a social media campaign for your event by using social media like Twitter, Facebook, Instagram. A selection of All Aboard 2017 logos are available for you to download from the website and can be used to produce stands, podium covers, flyers, directional signs for the venue and other tools that you might decide to develop for your own event. The design and printing of All Aboard 2017 materials should be organised at least six weeks before the event. By using all communication channels to spread the word about your event you will maximise on the potential number of people who attend your event/s.

The All Aboard 2017 web interface is the key communications tool that will be used to update and profile all and any events associated with the programme. It is a requirement for all events to be registered on the All Aboard 2017 web interface. The National Forum encourages participants to maximise on their use of the web interface in promoting their own event using text and image and in learning about what's being offered elsewhere by other participants from the initiative.

Photography

If you require a professional photographer to cover your event then book him/her well in advance and brief them on your requirements. If you do not plan on hiring a professional photographer but want to take your own photographs at the event, then agree a pre-event list of key images that you require from the event. These shots can then be used in the promotion of your event via social media and web.

Feedback

At the end of your event, alert participants to the online post-event feedback questionnaire and invite them to complete it as soon as they can after the event.