

CHECKLIST

# The 8 Golden Rules of event organisation without failures

You have a task to organise an important event. On personal purpose or for your company - it does not matter. Experience in event organisation is also not essential. Because sometimes, being relied on the previous success, you can make a fatal mistake and fail an event.

Carefully read through the rules of conducting events of any level in order to know how to protect yourself against communication misunderstanding, disappointed visitors and waste of huge amount of money.

# 1 Cheap does not mean good.

Why do the customers contact the newcomers on event market? In the hope of the low price. Well known companies and contractors cost a lot higher. It is important to keep in mind that the company's dominant name is build on successfully organised events and well coordinated teamwork. You pay for the experience, guarantees and confidence in the quality.

How to determine the value of contractor's service? It's important to understand, what you are paying for. There are cases when you are offered an attractive price, but they forget to mention, that logistics and contractors control are not included in it, while these services determine the quality of conducting an event.



Or the alternative scenario. The price looks significant higher than the average on the market, but it includes transfer to the venue, facility cleaning service and the overall control at each step of project realisation.

What should you do when you don't need the full range of services? For example, you are looking for the presenter. Is it worth to pay too much to the organisers or it is better to apply directly to the provider?

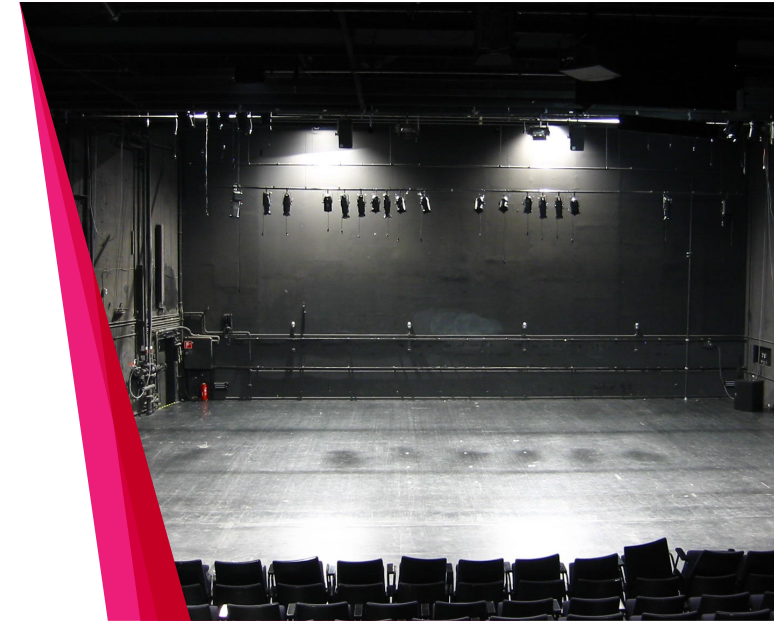
Once again, evaluate the risks. Event companies will provide you with a presenter, check up his appearance and agreement maintenance. They will also give you a service guarantee. If you hire the provider on your own, all the organisational issues will be your responsibility.

## 2 Contact only the proved organisers and contractors.

You have found a well designed web-site with an attractive offer to organise an event, but you have never heard of a provider. Should you trust him?

Weigh up the risks. No doubts, if the event goes down a storm, you will be happy and the contractor will get excellent reviews.

But what will happen, if you face an unprofessional or even a fraud? At the very best the deadline will be missed and your event will be held rather confused. But there are critical cases when you make a prepayment, conclude an agreement and at appointed time there are neither artists nor decoration at the stage and no answer by the phone.



If you have never organised an event, take advice from your acquaintances or well known companies on the market that value their reputation.

If you have neither experience nor acquaintances in event management - use social networks and search engine. Look for the accomplished projects. For example, google "beautiful wedding". As a result you will get a description of how the event went, and the pictures and video will help you to make sure of its faithfulness. As a rule, there are contacts of an event provider in the event brief.

### 3 Check the contractor for expertness.

Choose the contractors that can consult you before the implementation of the project. The real professionals will not only give you feedback on your points of interest but will also pay attention to the details, you were not clueless to. Besides, they will offer different options for any budgets according to your goal.

The situation, where the contractor agrees to everything with you, is “The Yes Man” and promise to handle any request, should get your attention.



### 4 Check the new providers in advance (Be ahead of the game).



Imagine the situation: you are planning a wedding in a year. If you have time to “test” the contractor and to change him, you can try to work with new providers at a more favourable price.

How to check the new providers before “the zero hour” - the moment of event occurrence? Pay attention to the pre-work completion time. It was promised to you to show the drafts in the next three days at 2 p.m. but they cancelled the meeting?

Wake-up call

If you see that there are failures at the beginning of event organisation, it is better to change the provider for the more responsible one.

**Please note!** If there should be an important event in the near future do not play around with the new providers! Limited time poses additional risks to event organisation. It is to your advantage to allocate responsibilities to trusted event companies.



## **5 Take into account the color range and the general style of the event.**



Flowers on the tables, cake, musicians and artists should fit into the whole picture. It is important to understand, what function each element fulfils at the event.

If the artists are part of the Gatsby cabaret show and the light decoration is in a “Fishy” style, the general impression will be negative.

If the event is handled in the general subject with one style and coordinated color range, you will earn a high regard as a host and your event will stand out for a long time.

## 6 Follow the trends.

The list of the new and popular shows over the internet is always up to date. Understanding of actual trends will help you to make a point to the event agency or inspire you to unusual conception for your upcoming event.



## 7 Take a close look at favours and preferences of the guests.

Think of your audience. What emotions would you like to bring out. What show would give a great pleasure to your guests? It is a must to take into account national peculiarities, age and living standards in order not to offend the guests.



## 8 Administrate budget equally.

If you have a task to find a group of artists or to organise a festival, make a list of all expenses. It is not a great idea to spend the biggest amount of money on beautiful venue or popular artist and then try to find the rest part of the list with the limited budget. It is important that all the parts of the event keep a balance and relate to each other.

For example, if the famous artist performs at the beginning of the fest but the presenter and musicians pale in comparison to him, there will be bad impression of the event.



# Should you have any questions related to the event organisation?

Make your request for a free consultation.

21D Team will share experience with you and suggest the best solution for the upcoming event.

To make a request, please press the button below.

[MAKE A REQUEST](#)

**Remember!** Quality of event organisation depends on time for its preparation! That is why don't put it off and work it out right now!