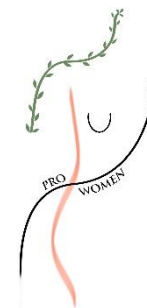




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ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

M6: Manage Groups, Organising Events

Event Organization and Promotion

[name of presenter]

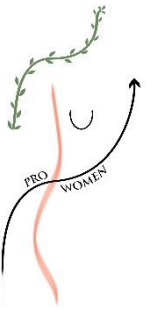
[Position and Organisation]

[Email address]



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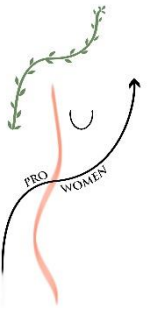
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What is an event?

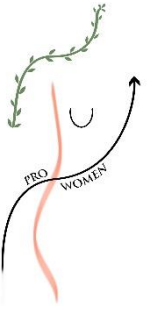
- An emotional and experiential marketing lever
- consistently incorporated into the communication plan
- aimed at generating a positive orientation towards
 - a brand
 - one or more product/s
 - a service
 - an institution
- by means of actions built through
 - communication
 - show
 - interaction
 - contact





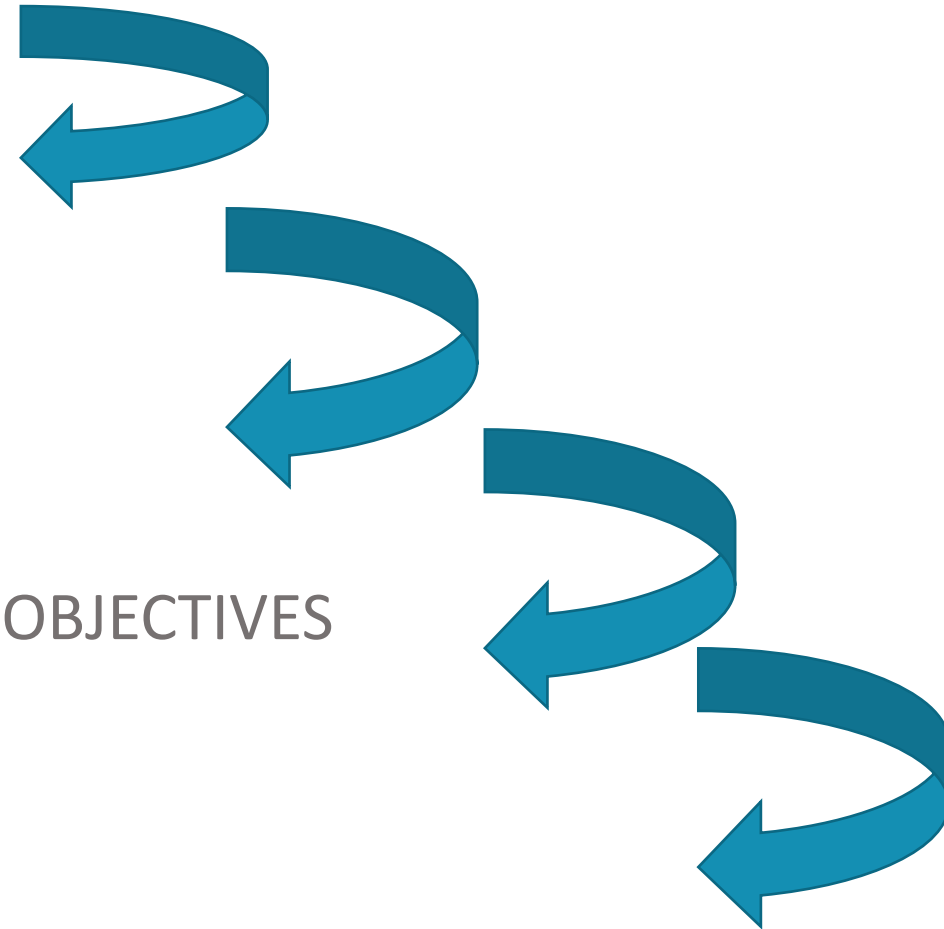
What is an event?

- The events can be: sports, entertainment (show, music, etc.), cultural, religious, personal (birthday, wedding). Or they can be public, political, advertising or for the support of a cause of solidarity.
- There is a diversity of purposes that is also reflected in the wealth of types of events from which you can choose: conferences, seminars, award ceremonies, fairs, concerts, workshops, parties, etc.
- Any event, no matter how "big" it is, requires proper planning and management.



DEFINE OBJECTIVES & TOOLS

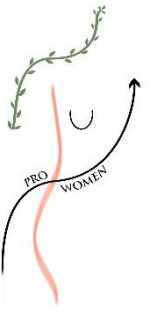
- WHO ARE WE
- MISSION: strategic objectives
- WHOM WE TURN TO
- WHAT ARE THE COMMUNICATION OBJECTIVES
- WHAT ARE THE BEST TOOLS





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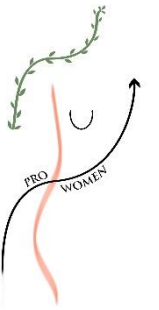


DEFINE OBJECTIVES & TOOLS

The objectives may be different:

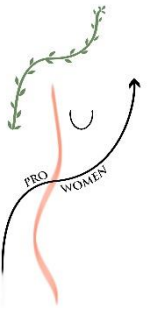
- Education
- Promotion
- Fundraising
- Presenting a new program, a new work team
- Mobilizing new groups
- Finding volunteers

The expected results must be linked and relevant to the objective.



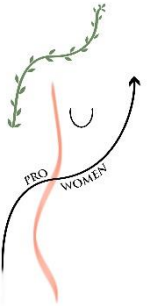
Experiential Marketing

- Experience is one of the winning factors in marketing, promotion and communication strategies of our times.
- Focusing on experience makes it possible to introduce elements of relationship and non-verbal communication within the event - for example through multi-sensoriality: sounds, lights, food, setting up, games, etc.
- An event is now considered as a fundamental element in communication strategies and in the so-called marketing mix, i.e. the combination of different tools to achieve the objectives.



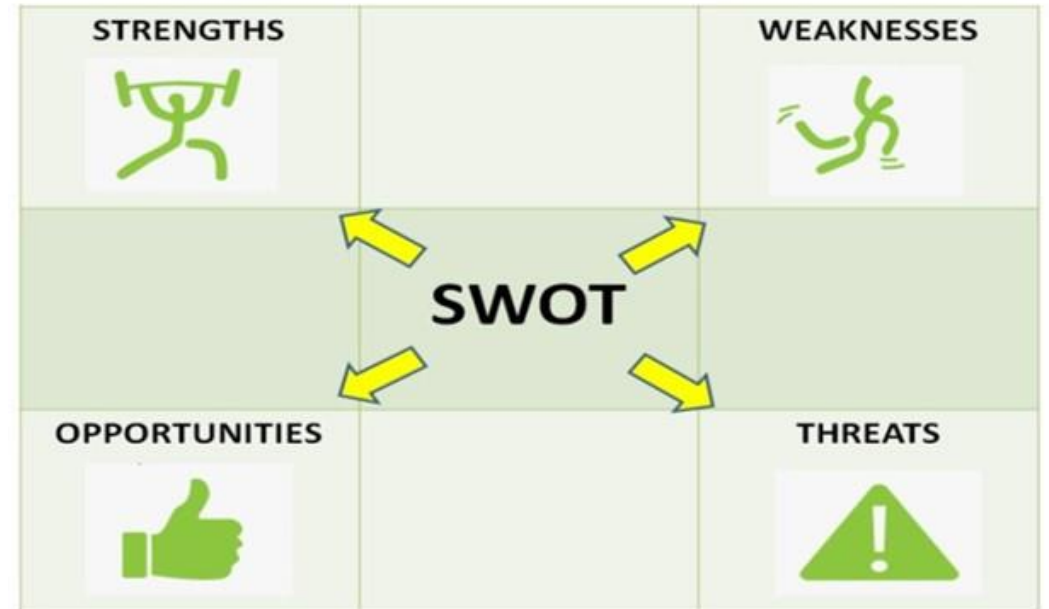
Determine Risk-factors

- One of the most common errors that threaten the success of an event is not being able to predict all the possible variables that may affect its outcome.
- There are **variables** that may be beyond our control (e.g. the media strike on the day set for the event, an unforeseen event that prevents a speaker from appearing).
- The event requires the deployment of a **large number of resources**, not only monetary, but also time and knowledge.
- **IMPORTANT: DO THE SWOT ANALYSIS**



SWOT Analysis

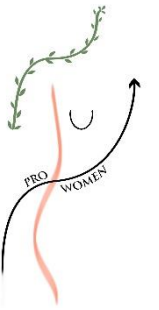
The SWOT Analysis is a strategic planning tool used to assess the strengths, weaknesses, opportunities and threats of a project or in a business or any other situation in which an organization or individual has to make a decision to achieve an objective.





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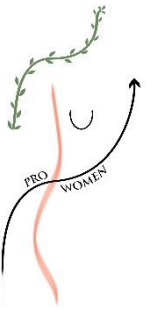
SWOT Analysis

The SWOT Analysis proceeds the implementation!

Once you have determined the

- purpose
- objective
- target audience

it is possible to proceed with the analysis of the constitutive elements of the event.



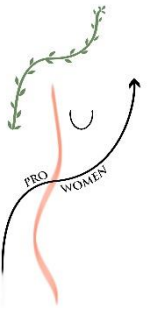
SWOT Analysis

Which format best meets the objectives and needs of the target audience?

The type of event must take into account the particular characteristics of the target audience (e.g. if it is addressed to disabled people, children, elderly people).

When?

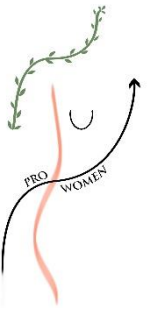
- Time of the year
- day
- hour



Event planning: Action Plan

The planning of the event must include:

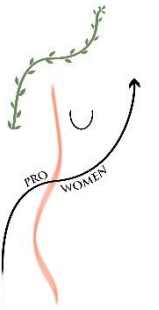
- the identification of the possible site/location
- timing
- the definition of organisational aspects
- the definition of the work team
- the definition of broad content
- the definition of guests, speakers, guest stars



Event planning: Action Plan

A very simple scheme consists in listing the different activities

Activities	Day and Month (deadline)	Person or team in charge

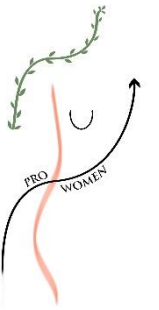


Event planning: Location scouting

A prestigious venue, or an exclusive/inspiring location, will be a fundamental element in themselves for the realization of the event.

Check always :

- **the accessibility of the location** (parking lots, public transportation stops, taxis, possible restrictions)
- that **the space is sufficient** for registrations and for all possible needs related to the event (fittings, meeting rooms, etc.)
- that **the equipment is adequate** (stands, air conditioning, lighting, audio, projector, internet connection if necessary, etc.)
- that **the internal signage is clear** and that the rooms and services are easily accessible
- the presence of **any hotels** in the neighbourhood

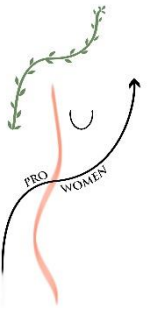


Event planning: Update your Action Plan

Once you have determined the location, you need to update the initial plan: Who is responsible for what and what do you need to realize the set-up. For example:

- Reception area
- Set-up on location
- Equipment, lighting, and sound
- Catering
- Staff

It is necessary that the contract with those who manage the chosen location is detailed.



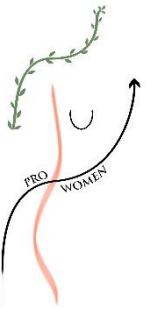
Event planning

The planning of an event takes place along three lines: operational, financial, and promotional.

Operational refers to the staff, logistics and location.

Financial: Draw a **budget** that allows you to plan the event-related expenses and revenues to be able to plan what and how to organize the event based on the financial resources available. **Sponsors** can be activated.

Promotional: Establish a database of contacts, activate Social Media channels, press offices, place advertising, print materials, ...



Event planning: Sustainability

Sustainability has become an integral part of event planning and all its components. Consider sustainability in the following aspects:

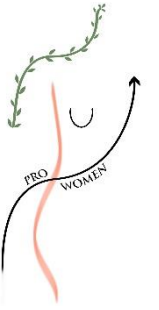
- The location of the event
- CO² emissions related to the event
- materials used
- waste collection
- the search for ethical partners and suppliers
- the involvement of the population through the use of local and/or sustainable products

There are also some standards specifically created for the realization of sustainable events such as ISO 20121 or BS8901.



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Reflection

What do you think about the content presented?

Do you have questions?

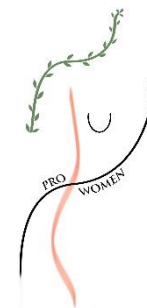
What did you learn?





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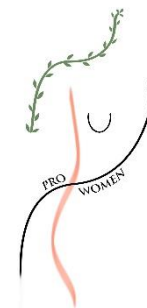


... and after, let's design a project work



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