



Event Management Basics

Conceptualisation

Basic requirements

When it comes to capturing information in your briefing form, this one is no doubt self-explanatory. The data you'll need to collect will depend on the sector in which you're operating. Some of the basics though are:

Key contacts	Start and end dates	Preferred Destination/city
Preferred venues	Is it new or existing	Past attendance numbers

In our templates section, you'll find a sample event briefing form, which contains a large number of fields that show more about the basic requirements you want to try and capture.

If the event you're being asked to deliver is a conference, you might also want to capture the below data:

- Number of streams
- Types of sessions e.g. theatre, workshops, debates, panel discussions, poster presenters
- Is a call for abstracts required
- Delivery i.e. in-person only, virtual only, in-person and recorded for on-demand, hybrid
- What social events need to take place
- Are offsite educational visits needed

One of the ways you can help instill confidence in those you're delivering an event for, is to start prepared. A good briefing form and capturing as much information at the very beginning helps to set the tone.

A full picture of the requirements up front, also allows you to really consider what event format and the various components within the framework, allow you to deliver successfully.

Note:

Event briefings are about more than simple data. Where you can, you want to ask for emotive descriptors. As our world changes, the more you can link an emotion to an event you deliver, the longer the memory of that experience will last for the attendee. This increases the chances of a repurchase into the future.