



Event Management Basics

The concept of a need

Need

As mentioned in the conceptualisation article, events arrive from a need. In your briefing document, you want to delve a little more into what this need is and what it means for your organisation or your client. I love language but one word, sentence or phrase can have so many meanings for different people. Your job is to find out what this word means in relation to your event.

The word 'networking' is a perfect example. If the need for your event is networking, in your briefing you want to break this down and understand what this would look like if successfully achieved. From there you can decide on ways to achieve those outcomes.

- ☐ Is it simply about bringing a group of like minded people together to talk and socialise?
- ☐ Is it to create meaningful connections where both parties are gaining something from coming together? Think about bringing researchers together with potential funders.
- ☐ Is it to create a movement around advocacy or to get those in the room supporting a thought?

To better understand the need of networking, try asking questions such as:

- If you were in the room as an invited guest, who would you want to network with and why?
- If you were a guest leaving the event, what would a successful and meaningful experience look like for you?

