Event Management Basics
Conceptualisation

Objectives

As you move through your event briefing, you'll see a section to capture the objectives.

Ideally, you want to identify a minimum of three key objectives but no more than five. More than five becomes a bit wishy-washy in what the client is trying to achieve. Objectives don't need to be complex but they pave the way for what success looks like. To try and identify the objectives, and I admit, it can be like pulling teeth with some clients… you can ask questions such as:

- If we meet the week after the event, what would need to have been achieved for you to say it was successful?
- What feedback would you want to be hearing from attendees?
- How many attendees would you have wanted to attend?
- What sponsor/exhibitor outcomes would we have delivered?
- Would there have been media coverage?
- What would have been achieved in aligning/raising brand awareness

You can also get more specific. If, for example, your need is generating revenue, you want to know what revenue means to your client. Is it:

- [ ] Breaking even and/or covering costs
- [ ] Generating a profit and if so, what is that profit margin
- [ ] If profit, is that before or after staff and on-costs

Staff and on-costs are more relevant for in-house event managers. We'll cover this more in the event basics budget article, but simply it means that you have factored an expense line item into your budget that covers the combined staff costs to deliver the event.