

## Steps to organize a professional activity and larger event

### 1. Develop Event Goals and Objectives

Ask yourself why are you organizing this event and what do you hope to achieve? Then who it is relevant to invite?

### 2. Organize a team to plan and roll out the event

It takes concerted team effort to handle all of the details of an event. Whatever the nature and type of event, it must be considered as a project. Therefore, consider identifying one key Event Manager or Event Chair, as well as individual Chairpersons for subcommittees, such as:

- venue management
- speakers
- entertainment
- publicity/communication
- logistics
- Admin and finance

### 3. Set a date

- Give yourself enough time!
- Be aware of holidays
- Check dates with key participants – e.g., speakers, presenters, VIP guests, etc.
- If a local Danida Alumni Network has been established in your country please contact the network in order to coordinate your activity with their action plan.

### 4. Title you event

- Brainstorm titles: Think about your goals and objectives to determine the right and catchy short title
- Consider a tagline: a tagline can be used to further unfold/describe what the event is about.

### 5. Create a master plan

This plan should include all aspects of the event:

- Venue, logistics & catering management (contracts etc.)
- Speakers/presenters (identifying, confirming, logistics & management)



- Activities/entertainment
- Publicity: Everything from direct invitations, to mass promotion/information on social media, web pages, events calendars; printed programs and media relations
- Registration: Where and how is sign-up handled? If it requires payments how is it handled; online, at the door?
- Responsibilities: divide the tasks among the coordinating members.
- If you are receiving external funding, take note of the requirements in the planning process to be able to include the rightful information in your final report

## **6. Budget**

- Your budget should incorporate estimates for all of the key items identified on your Event Master Plan. TIP: Use your budget as your master plan

## **7. Collaboration with partners**

- If you want to have your event at the university, make sure to speak with the administrative people early in the process.
- If you seek to involve the embassy or other Danish partners, have your rough plan ready before you approach them
- Partnering with others whether it is the university or another organization or firm. They might help you with find the right venue and/or assist you with organizing or staffing an event

## **8. Publicity plan**

- Even the most amazingly interesting events need publicity to get people in the door. Event promotion starts with the initial notice on social media, on your website and a note in a newsletter or email to save the date.
- When the basic info is out there to the key target group, then build on it to include online and off-line publicity, media relations and on-going outreach to encourage registration.

## **9. Evaluation**

- From the beginning, determine what will make your event a success?
- Do you measure success by the number of registrants or attendees or is it dependent on you breaking even? Or your media appearance?
- Whatever it is that you determine will indicate whether your event is a success, do yourself a favor and track it. TIP: Onsite feedback during Wrap Up sessions could be valuable information for further analysis. The use of technology ( Survey Monkey, Google Forms, etc.) is also encouraged.

## **10. Final report**

- Finalize the report and share the documentation of it as per requirements.