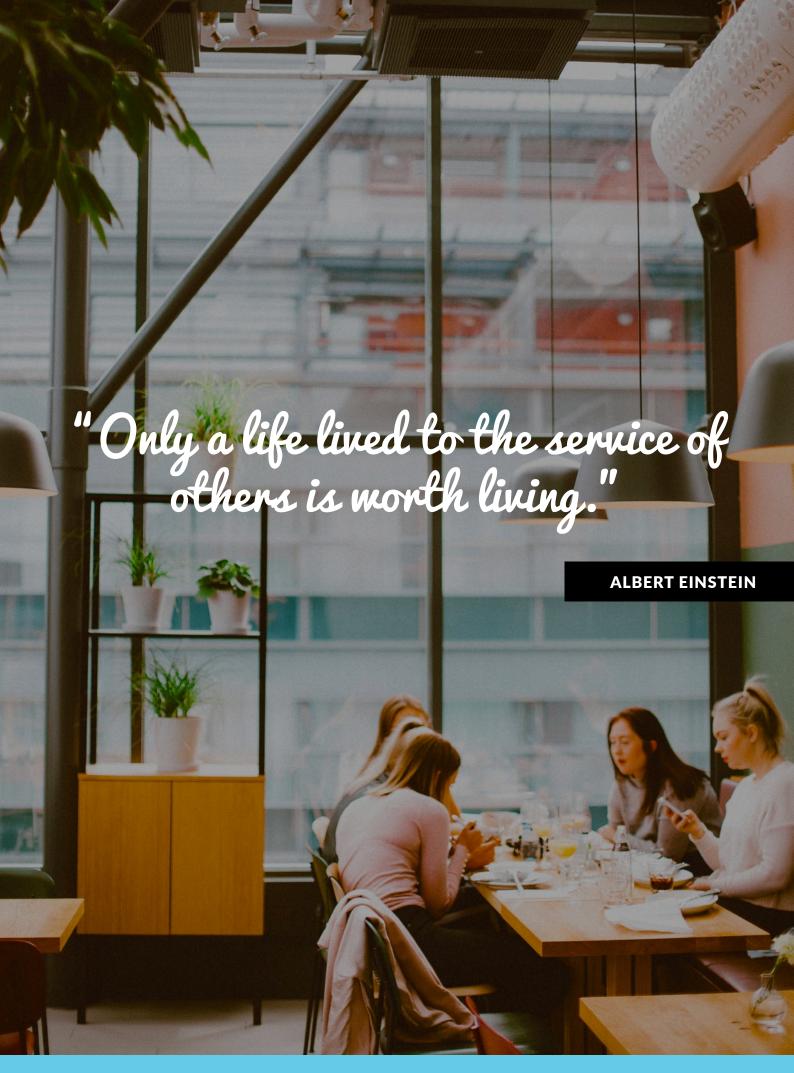




www.canopiesuk.co.uk







Events are the staple of most industries, but none more so than the hospitality industry.

Every minute of every day, events take place for all different occasions and on all different scales at bars, pubs, restaurants, hotels and other hospitality venues around the world.

We've worked closely with the hospitality industry for the last 25+ years and know that for all their popularity, it doesn't make them any easier to organise. Or guarantee how successful they're going to be either.

Fortunately, there's all sorts of great event-planning advice out there. Over the next few pages, we've pulled together the best of it, so you can learn from the good tactics and avoid repeating the bad. Plus, we've broken the guidance down into steps, so that it's even quicker and easier for you to follow.

Hospitality rules the events scene and we want to help the industry retain its title!

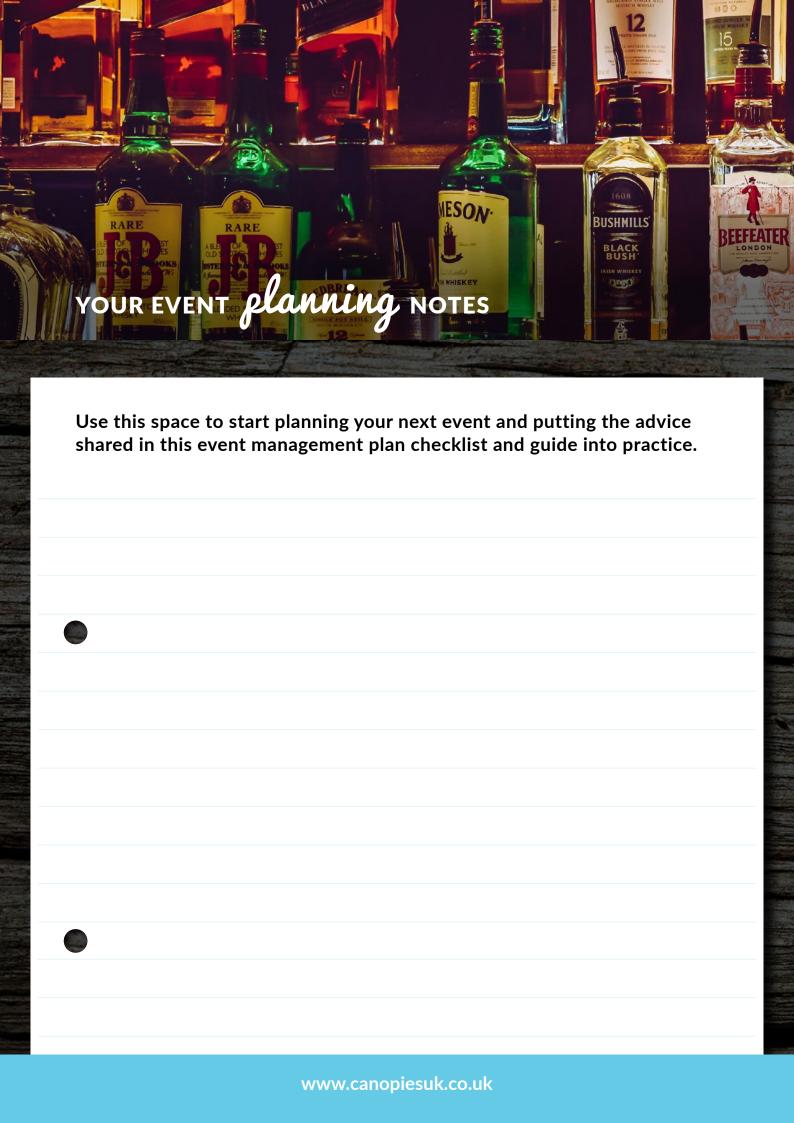
We hope you find this event management plan checklist and guide useful and that your next event is a huge success.

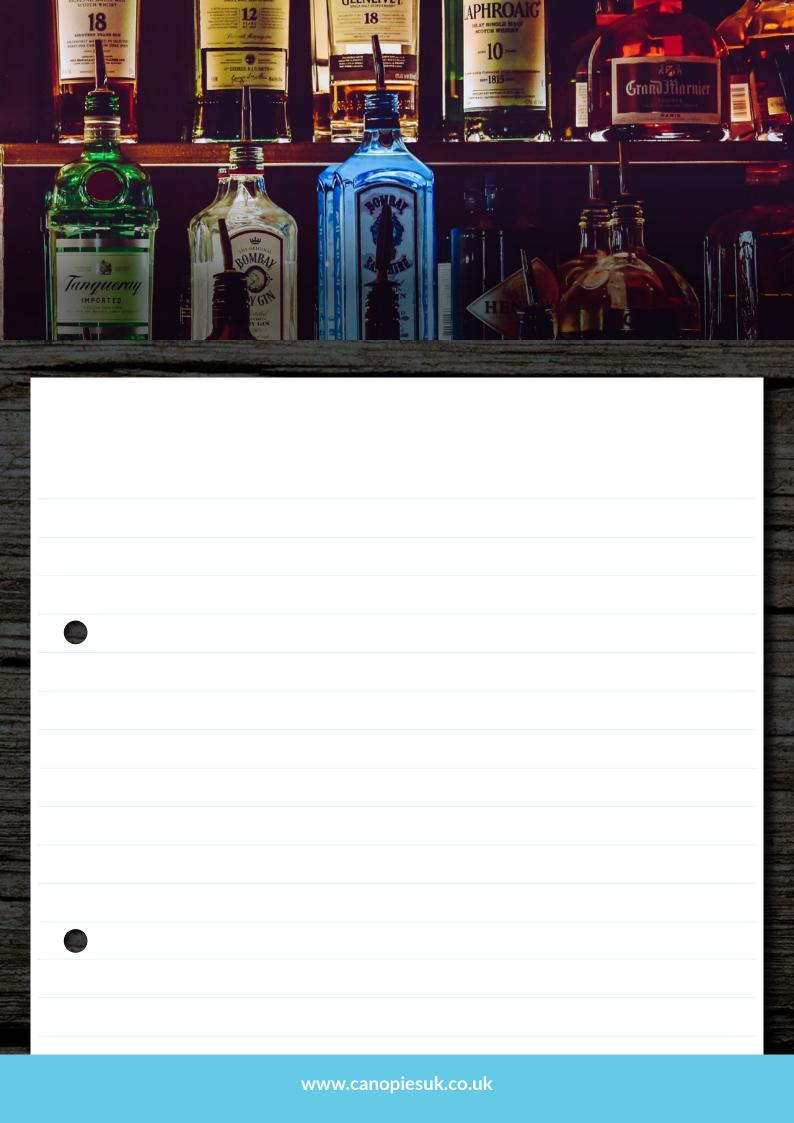


Jason Eastwood
Managing Director, Canopies UK









10 EVENT-PLANNING MANTRAS TO always REMEMBER... Start planning as soon as you possibly can. Remain flexible - things are bound to change. 3. Be clear about what you want to achieve (and remember your SMART objectives). 4. Assign responsibilities. 5. Create a shared working document. 6. Have a masterplan AND a backup plan. Do a run through (or two) before the event. 8. Photograph everything – it's a great way of capturing your success. Share your event success online - during and after the event. 10. Follow up with your guests. Don't forget to put this handy event management plan checklist and guide to good use and share it with others too!

ABOUT CANOPIES UK

Canopies UK is the country's leading designer, manufacturer and installer of high quality canopies. Established for more than 25 years, the company employs over 50 staff at its Lancashire headquarters, which incorporates offices, production space and warehousing.

Serving a multitude of sectors, including hospitality, education, healthcare and construction, Canopies UK delivers excellence through site-specific calculations and unrivalled product quality.