

Contains
step-by-step
advice & tips every
hospitality manager
should know

THE GOOD GUIDE TO HOLDING

A *great* EVENT



"Only a life lived to the service of others is worth living."

ALBERT EINSTEIN



HOSPITALITY *rules* THE EVENTS SCENE

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



HOW TO HOLD A *successful* EVENT

STEP 1: Take a minute to think...

It may sound obvious, but it's really important you begin by asking yourself why you want to hold an event. For instance, are you launching a new menu? A new service? A new bar? Or are you doing a big push on new customers?

STEP 2: Set objectives

If you're certain that the event route is the right avenue you, then start by setting yourself some objectives that are SMART (Specific, Measurable, Attainable, Relevant, Time-based). Make sure you also consider how you'll evaluate event success. Will it be by the number of attendees, sales or something else?

STEP 3: Decide the format

Small and intimate, large and glitzy? Couple of hours or all day? Morning, noon or night? Will there be a theme? Where are you holding it? Invitation-only or open house? Black tie or laid-back and casual? There are so many different variables involved in events, it's crucial you decide the type of event you want early on to help make sure everything runs as smoothly as possible.

STEP 4: Calculate your budget

And make sure you're realistic about it and include everything, from the food and drink, furniture, insurance and the entertainment, to the speakers, venue, staff, marketing collateral and merchandise. Log every single possible expenditure you can think of and source realistic costs for them, don't guesstimate.

STEP 5: Gather your team

Most events take considerable time and effort to plan and execute, so you may want to consider creating a small, dedicated event team to help make things more manageable. You'll want to appoint an overall event manager and then delegate other areas, such as entertainment, catering, sponsors and publicity to other team members. Assigning individual roles creates a system of accountability, as well as prevents tasks from falling by the wayside.

(If you're running a fundraising event and planning on using volunteers, recruit them the same way you'd recruit employees. Create a brief job description and hold a detailed briefing session. Having a professional appearance, 'can do' attitude and being able to think and take action quickly are all key).



EVENT DAY TIPS

- ✓ Stay calm
- ✓ Remember your objectives
- ✓ Work with your team/staff
- ✓ Try to be one step ahead of the unexpected
- ✓ Make your guests happy
- ✓ Enjoy it!

STEP 6: Set a date (and stick to it)

Whether you're holding a one-off date or recurring event, give yourself plenty of time to pull everything together. Ideally, you should have 4 to 6 months to plan (depending on the nature of your event).

When deciding on your date, be aware of any statutory/religious holidays, avoid school holiday periods (when most people go away en masse), check it doesn't clash with any similar events and that your partners (i.e. speakers, presenters, venue provider and other external suppliers) aren't already booked up.

STEP 7: Book the venue

If you're using another venue, then make sure you book it immediately after deciding on your date. You need to nail down a date and location before you can start advertising, so this task needs to be completed sooner rather than later.

STEP 8: Brand your event

Standout events tend to always be branded. Spend some time thinking of a name, as the rest of your brand will follow from that. Questions you may want to ask yourself include - how is your event different to other hospitality events? What are you hoping to achieve? What image do you want to create?

Then move on to create a short memorable slogan and a logo that everybody can visually identify with. Don't forget social media too, which channels are you going to use? Are you going to create an event hashtag?

STEP 9: Publicise it

Don't underestimate the lead times required to successfully promote an event and how long it can take for word of your event to reach your target audience. Draw up a dedicated marketing communications plan that sets out how you are going to promote your event and include timescales. What are your key messages? Which channels are you going to use? How much will this eat into your budget? What deadlines are involved? (i.e. advertising or media deadlines).

EVENT DAY!

STEP 10: Gather feedback

It's always good to know what went well at your event and what didn't go so well. Nobody likes negative feedback, but it's still really useful to obtain it. You may want to ask people to complete feedback cards on the day or perhaps answer a quick online questionnaire afterwards.

The important thing is, you do ask them to share their thoughts with you. Also, don't forget to get feedback from your event team too, as their 'inside' experiences and thoughts can all play a valuable part in shaping your next event.



A large white rectangular area with horizontal blue lines, serving as a template for a menu or list. Two circular punch holes are visible on the left side of the page.

10 EVENT-PLANNING MANTRAS TO *always* REMEMBER...

1. Start planning as soon as you possibly can.
2. 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.
7. Do a run through (or two) before the event.
8. Photograph everything – it's a great way of capturing your success.
9. 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.