

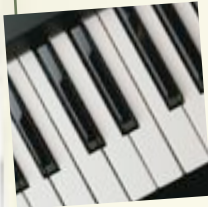
BLUEPRINTS

Complete Event Execution



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When organizing an event it's challenging to think through all the logistics. At *Vicadea Concepts* we understand **it's not just any event, it's your event.** The program needs to be captivating, memorable, crafted with creative ingenuity, flavoured with your brand and delivered with precision. This **resource checklist** has been designed to help you achieve all that and more.



Whether it's a **corporate program** for Team Building, Motivational Travel, an Awards and Legacy Ceremony or a **personal event** such as a Family Reunion, Memorial, Birthday or Anniversary, let this guide take you through the process start to finish.

KNOW YOUR EVENT

WWW.VICADEACONCEPTS.COM

Developing the plan is actually laying out the sequence of events that have to occur for you to achieve your goal.

- George L. Morrissey

Need support in planning and executing your event? From invitations and multimedia to decor and menus, we'd be honoured to help.

Call *Vicadea Concepts* at 416.560.4797

priority overview

The Five W's

Who

Think about your audience.



Is the program for clients, employees, sales leaders or families? Is the event by invitation only or is it open to the public?

What

Is the event meant to inform, recognize or entertain?

What type of event are you planning? A seminar, meeting, product launch, celebration, trade show, training, appreciation or recognition?

Where

Local, National or International?

Do your guests require air travel to and from a major city? Are hotel reservations required? Is the event indoors or outdoors (plan for inclement weather).

When

Be sensitive to your guests schedules.

Are there religious holidays, popular family times (beginning of school, holiday concerts, summer vacations) that need to be considered? Confirm the dates with your VIPs first to avoid conflicts.

Why

Define the purpose of the event.

Why are you hosting the program? What needs to be achieved?

The all important 'HOW'

Time to create a fresh event campaign. Keeping your event or program top of mind ensures its success. Start with developing a feasible budget before any other planning takes place. Next, put thought into your timeline which will be based on the scope of your event. Make sure there is enough time to thoroughly organize, publicize and promote the event which allows for complete buy-in and full attendance.

Approach your campaign by brainstorming a name for your event, create a theme complete with visual imagery (logo, colours, text styles) and use it throughout your marketing efforts for consistency and intrigue. Have a planning committee. Two heads are better than one and enthusiasm is contagious. Gather all promotional, seminar material and develop a plan for distribution. Provide layers of impact. Inject elements of fun within the posters, media releases, teasers, URL event pages and presentation.

Food Matters. The type, quality and quantity of cuisine has the potential to make or break your event. Be sure the invitation clearly indicates what guests can expect (continental breakfast, full-plated menu, light fare, full buffet). For entertainment consider a live band, DJ, comedian, speakers, performers or dancers that have been referred to you.

Know your material. Memorize and add your flair to bios. Prepare your script and timeline to ensure a smooth delivery. Utilizing a running order is crucial to effectively plan for emcees, volunteers, caterers, performers and to keep your audience enthralled.

Complete post-event follow-up by telephone or E-mail with all invited guests, whether or not they attended. Address thank-you notes to volunteers and mail reference letters to entertainers.



COST SAVINGS AND ATTENDANCE TIPS

Lowball your estimated guest attendance when booking your event As the event date draws near, your venue or caterer won't mind increasing your order to room capacity, but they don't often allow for a reduction in numbers. Remember to confirm service charges too and include them in your budget.

Consider an event with a charitable overlay Sponsors may be more apt to participate and donate to your event if a charity is involved. Some printing companies offer reduced charges if the event supports a charity.

Invitations Attach a magnet to the back of the invitation so that your guests will keep it on their fridge as a reminder which may lessen the number of no-shows. Consider sending an e-vite. It costs less, is quicker and less labour intensive.

Keep Guests Moving If your venue allows, move rooms throughout your program. People on the move do not leave. Skip the awkward lull period between the end of speeches and the beginning of dancing or coffee service. Have guests move into another room full with new energy and ambience.

Beverages Pre-determine bar selections and make your own wine choices. Give guests a limited number of drink tickets. Ask for juice to be available by the jug rather than by the bottle and have pitchers of water instead of bottles, as well. Ask if the room charge will be waived with a minimum dollar amount spent on food and beverages.

Cocktail Reception or Sit-Down? Either way your guests want time for mingling and networking. Receptions allow diverse flexibility in menu options and therefore are less likely to offend guests with allergies and strict food preferences. Food stations are often more cost effective (ensure the caterer uses sandwich plates and not full-size dinner plates).



Time of Day, Day of the Week, Time of Year Thinking about booking a movie theatre? Consider times theatres are normally closed. Booking a restaurant? Consider their non-peak times? Can you utilize the venue for a full-day instead of a half-day. Half day rarely means half price.

Make it an Experience!

Design a celebration to thrill, excite and surprise your guests.



Picnics	Karaoke	Casino	Winery Tour
Improv	Dance Lessons	Wilderness Adventures	
Mardi Gras	Dragon Boat Racing	Movie Premiere	
Go-Carting	Hot Air Balloon	Photography Classes	
Symphony	Golf/Tennis/Curling	Dog Sledding	
Coffee Barrister	Bike Tour	Horse-Drawn Carriages	
Bagpipers	Marching Band	Concert	Sailing
Canoeing	Cooking Classes	Hand-writing Analysis	BBQ
Mystery Dinner	Pumpkin Carving	Winter Carnival	
Fortune Teller	Fashion Show/Expo	Charitable Food Sort	

REMEMBER the camera!

Better yet invite a budding photographer to take portraits and happy snaps. Share the memories with your guests by posting photos to an internal website or upload them to a photo sharing site.

Give the group an opportunity to purchase a photo book or CD/DVD.

Vicadea Concepts provides executive level business support through virtual integration to build and deliver a powerful presence for our exclusive clientele. Through collaborative partnerships and by applying our marketing mindset in creative, technological and administrative capacities, we propose and execute compelling strategies for our clients. We are personally committed to the profitability of our clients business and conduct ourselves with the highest level of ethics, confidentiality, and professional standards. Contact Carrie Drybrough at *Vicadea Concepts* 416.560.4797 or info@vicadeaconcepts.com.

planner's checklist

Quick Check

Give chronological thought to program elements:

- Facility and Caterer (preferred list)
- Parking (host paid, validate, map)
- Booth (size, furnishings)
- Food Preferences and dietary requirements (allergies, vegetarian, Kosher)
- Beverages (open bar, cash bar, combination)
- Guest Transportation (air/cab/limo/bus)
- Cost for Attending (subsidizing the event)
- Contracts (venue, caterer, entertainment)
- VIP Confirmations
- Guest Accessibility
- Accommodations (guests to provide credit card for incidentals)
- Registration (on-line, RSVP, on-site)
- Environmental (Green) Meetings
- Dress Attire (formal, elegant, business, casual)
- Invitations and Tickets
- Entertainment and Emcees
- Printed Program/Menu/Awards Booklet
- Sponsorships and Donations
- Decorations and Centerpieces (include item for the registration and trophy tables)
- Liability Insurance
- Special Occasion Permits/Liquor License
- Seating Arrangements
- Security (police for traffic congestion)
- Contact list of key people/companies
- Building/Venue Access (time, elevator, storage)
- Site Inspection and Dry Run
- Creative MultiMedia
- Registration Table (sign-in, name badges, sponsorship bags)
- Signage (on-site directions)
- Volunteers (duties, schedule, meals)
- Evaluation Forms (incentive to complete)
- Payments (use rewards credit card)
- Budget reconciliation
- Post-event review meeting and follow-up

Audio and Visual Requirements

- Stage
- Podium
- Screen
- Projector
- Intelligent lightning
- Internet access
- Podium mic, lapel/wireless mic
- Music (in-house speakers, CDs supplied?)
- Extension cords and tape
- Flip Charts and whiteboards
- Notepads and pens