



Sivil Düşün is a European Union programme.



CIVIL SOCIETY EVENT TOOLKIT



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A LONG AND WINDING PATH

EVENT MANAGEMENT

How can you bring together individuals around a specific goal? How can you ensure that a group of people engage in effective communication? What kinds of events best motivate groups? Why are events important and what does a successful event look like? What is the most suitable event for your purposes - a conference? A seminar? A workshop? How can you achieve the highest productivity in your event?

If you're an organisation, association or an activist pursuing rights-based work in civil society, the list of questions will keep getting longer: "How can I reach out to my target group? Is my event accessible to disadvantaged groups? What are the main principles to be observed – transparency, respect to differences?"

Successful event management is key to networking, stakeholder engagement, cooperation, experience sharing and training, which are all crucial for civil society. The "Event Management Toolkit for Civil Society and Rights-based Activities" gives a brief outline of critical points to pay attention to when organising an event, be it a small internal meeting or a large-scale international conference.

This Toolkit has been developed for all actors engaged in rights-based civil society work and will guide you through the design, planning, preparation and implementation processes involved in event management to meet your specific purposes.

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WHAT IS RIGHTS-BASED WORK? WHAT ARE ITS PRINCIPLES?

The international rights system encompasses fundamental, social, economic and cultural human rights and liberties as well as animal rights, environmental rights, rights of nature, etc. Rights-based civil activists are those integrating the norms, principles, standards and goals of the international rights system into their activity plans and processes.

Rights-based civil activists take action for recognition and protection of these rights and liberties and respecting and guaranteeing them. With their action, rights based civil activists try to ensure that these rights are known by people and that they are not taken away from those to whom they belong and they can be actively and freely exercised.

Civil society organisations who adopt a rights-based approach are committed to the following:

They base their work on universal human rights law (the phrase 'rights-base' derives from this principle).

- They don't discriminate,
- They act fairly and justly,
- They base their work on respect for human dignity,
- They observe the principles of accountability and transparency.

They make an effort to enable the participation of groups whose rights they defend, so that they may lead their own activities and make their own decisions. They strive to ensure participatory approaches in their own organisational structure.

- They can be the voice of groups whose rights they defend,
- They support, criticise or change both the groups they defend as well as the structures / systems / mechanisms which have an obligation to fulfil their rights, so as to ensure that these groups can demand their own rights.



PRINCIPLES TO OBSERVE AT EVENTS

There are certain principles to bear in mind when organising rights-based events as members of the civil society. All these principles comprise rules that must be observed independent from the organiser's identity and field of work. Always respect the following principles, from the design stage up to the implementation of your event.

- Make sure that the event is organised within the **limits of the law**. Pay attention to the rules of **transparency and accountability** in spending, communication with participants and the activities to be carried out during the event.
- Make sure that the event contributes to creating a **civil society space**. The purpose of an event is not just to gather people in a room to attend sessions. Some participants also network between sessions. Plan a format and schedule that will allow for **participation, networking and possible cooperation**.
- Avoid all actions that would lead to discrimination and prevent participants from engaging in any discriminatory acts. Observe the principle that no body of rights is superior to another. **Respect differences²**.
- Make sure that the **personal data** of **participants** is protected throughout the event. Make sure that the Internet connection, digital equipment, signed registration sheets and **all material comprising data you've collected are secure³**.
- If you're taking photos or making a video recording to promote or publish the event, **ask participants for permission to use their images or recordings**. If needed, get their written permission.
- If individuals under the age of 18 will be attending your event, make sure to **get a signed letter of permission** from their family or guardian about the **conditions of their participation**.



Take special care that your event creates a civil space, avoid actions that would lead to discrimination, make sure that personal data is protected!

² Kolaylaştırıcılar için Şiddetsiz Yöntemler El Kitabı. Şiddetsizlik Eğitim ve Araştırma Merkezi. Kasım 2016.

³ Türkiye'de ve AB'de Kişisel Verilerin Korunması. İktisadi Kalkınma Vakfı. İstanbul. Aralık 2015.



TYPES OF EVENTS: WHICH ONE IS RIGHT FOR YOU?

*Are you organising a training? A workshop?
A conference? A seminar? Which event type is
right for you?*

You are organising an event. You will gather a specific number of people for a specific purpose on a specific date. Well, how are you going to determine the format of your event? Will it be a workshop, a conference, a seminar? What are the criteria for the different types of events? How will you define your event?

Conference: The word conference is derived from the word 'confer' which means to have discussions, exchange opinions'. A conference is a type of meeting which is organised for a day or several days to discuss a specific topic.

Seminar: A seminar describes a meeting which is primarily academic in nature, where the speakers are experts and academics. These events aim to impart information and to create an environment for debate.

Workshop / Exploration meeting: These meetings have an interactive structure where the participants play an active role. They are mostly focused on collective learning and experience sharing, and are lead by facilitators or trainers who have experience in group work.

Training: These are meetings that focus on training involving the delivery of knowledge by experts and/or group activities in which participants can engage in practical exercises. These events can also be organised as workshops.

Forum: Forum is the word used to describe the city centre or the market place in the Roman Empire. Forums usually generate an open-ended discussion entailing the active participation of people in debates of public interest.

Internal Meetings / Steering Committees / General Assemblies: These are meetings in which the vision, mission, activity plans of an organisation are discussed in a closed setting among members of the organisation.

Press Conference: Meetings at which a new project, product or service with news value is promoted to the press. These events usually involve a short promotional speech followed by a session in which the questions from the press are answered.

Launch / Kick-off Event / Publicity Event: These are events that last not more than a few hours and involve the publicising of a new project, product or service to the relevant parties, stakeholders and the press.

Cultural - Artistic Event / Festival: These events concentrate on culture and arts and bring together a wide range of people, mostly specific target group.



BEFORE YOU START: LAYING THE GROUNDWORK

Remember to mention the structure of your event in its title, keep it short, try to find a creative title that hasn't been used before!

Determining the Structure and Format of Your Event

"We are organising a workshop in which five speakers will each deliver a 20 minute training" or "We are organising a workshop to present our monthly activities to members of our association". You will frequently hear sentences like these, which are used in cases where people attempt to organise an event without considering its goal or the affect they want to create – not knowing where to begin. To make the right start, you should first determine **which format best fits your event**.

When deciding on the format of the event, one should consider the goal, the duration, target group or participant profile, budget and expected outputs.

What Will be the Title of Your Event?

Although naming your event isn't a matter of life and death, the name should reflect the structure, the message you wish to give and the identity of your organisation.

Things to Consider When Choosing a Title

The title must include the **structure** of the event. For example, "Such-and-such Conference", "So-and-so Forum".

If you wish to announce your event in the press or on social media, you should find **as short a title as possible**. Instead of "Seminar on Discussing New Methods and Methodologies in Women's Studies in Turkey" consider "Seminar on New Methods in Women's Studies".

- If your target group and your corporate identity allow, try to find a **creative title**. Instead of "Forum for Networking in Youth Work", consider shorter options such as "Fresh and Young Forum". Remember that clauses such as "Festival on Wheels", "Fresh and Young Forum" sound more pleasant.
- Make sure that the title of your event **has not been used** before.
- If you are organising an event which is a part of a series of regular events, you can **use a number** in the title. For example: "5th Sivil Düşün Advisory Committee Meeting".

Remember to mention the structure of your event in its title, keep it short, try to find a creative title that hasn't been used before!

Calendar / Checklist

A calendar or checklist is indispensable in the preparation stage for events that have many dimensions and require a comprehensive division of labour. This is the **process of marking each and every task to be performed on specific dates on a calendar and identifying the person responsible for each task** at the preparation stage, during the event and after. A detailed calendar / checklist will generate your event road map. When the day of the event finally comes, you will see that all tasks have been performed and the entire team is informed.

Choose a Team Leader!

Forming a good team, identifying responsibilities and having someone responsible for the organisation are crucial for building team spirit and successful process management. The person responsible for the organisation should have **strong communication skills**, should be **good at distributing and defining tasks** within the team and should always **act together with the team**.

What Kinds of Tasks Can There be in the Team?

- Managing the programme, invitees, speakers
- Receiving guests
- Following the venue arrangements
- Technical support
- Transportation and accommodation
- Managing the website and social media
- Press relations



Be realistic when planning the time it takes to complete task.



PLANNING YOUR EVENT: PREPARATION STAGE

Information Note / Concept Note

Before the event, prepare a summary or presentation with donors, supporters and stakeholders describing the purpose of the event, what will be asked of participants after the event, the target group and the structure.

Time Planning

Remember that there are points to pay attention to when choosing the **date and time** of your event, in other words, when doing your **time planning**. Time planning is crucial for an event to be productive and for higher participation and interest.

Weekday or weekend? The choice of holding an event on a weekday or weekend will affect productivity depending on the profile and working mode of the groups to be invited. For example, civil servants would need to get permission to participate on a weekday; or an evening or weekend event might be preferred for youth meetings.

Official holidays: Remember that you may face challenges in participation in an event coinciding with an official holiday.

Special days: It may be an advantage for your event to overlap with a special day. For example, organising an event about the environment will make your event more visible if coincides with the Environment Week.

Watch out for similar events! Check whether another event on a similar subject is being organised in the same province on the date on which you plan to hold yours. Overlapping events can lower participation and can also give a bad impression.



Pay attention to special days, official holidays, similar events and weather conditions when doing your time planning.

Is the venue accessible to people with disabilities? Does the venue have experience in working with disadvantaged groups?

Venue Planning

Paying attention to certain points when choosing a venue for your event will prevent possible difficulties

What should be considered when choosing a venue?

- Is **transport to the venue** easy from the city? (Can one use public transport? How frequently is public transport available?)
- Is the venue **accessible to persons with disabilities**? (Ramps, elevator for disabled people, bathrooms for the disabled, etc.)
- Is the **physical structure of the room(s)** suitable for your activities? (space to move, walls to project presentations and videos, working groups, columns that would block people's view, etc.)
- Does the venue have the **technical equipment** you need? If so, is there a fee?
- Are the rooms **bright**? Is there clean **air**? How is the **heating/cooling** system?
- Is there a nursery/child care centre, etc. for **guests with children**?
- Is there a **parking place**? If so is there a fee?
- Is there a **cloakroom**? If so, is there a fee?
- Is there **Internet access**? If so, is there a fee?
- Do you need to take measures for **security**?
- Is **cleanliness / hygiene** ensured?
- Does the venue have experience working with **civil society organisations or disadvantaged groups**?
- Have the terms and **conditions been agreed** and has a contract been signed with the venue?



If air-conditioning is to be used, make sure to check beforehand that it doesn't make too much noise and sabotage your event.

Ask the participants how they would like to be addressed.

REMEMBER THE FOLLOWING WHEN PUTTING TOGETHER THE EVENT PROGRAMME!



Event date



Venue, full address of the event



The start and ending time of the event



The theme and duration of each session



The names of hosts / moderators / facilitators / keynote speakers / speakers (don't forget their titles)



The time of coffee breaks and lunch, if applicable

Profile / Number of Participants

Determining your participant profile will depend on your expectations from the event. The right participants will ensure that your event is productive. When preparing a participant list, determine the number of people which would make your event most productive. Identify criteria based on your field of work and the expected output from the event.

Number of people: It will be wise to keep in mind your expectations, your goal and your budget when determining the number of participants. Are you planning on conducting an intense activity with small working groups? What is the size of your venue? To what extent can you increase the number of participants with adjustments to your budget? These types of questions will help you to decide on the number of people to invite.

Number of applications: In cases where a high number of applications are expected and there is high demand, you can use the 'first come first served' rule in choosing participants.

Gender distribution: In events with mixed participants, take care that the gender distribution is as even as possible.

Participants from the same organisation: To ensure a more equal distribution in the participant profile, you can bring a limit to the number of people participating from the same organisation.

Equal representation: Depending on the format and expected outcomes of your event, try, as best as possible, to reach a diverse participant profile. Identify, from the beginning, criteria such as equal participation across regions, representation of organisations from different fields, representation of different identities.

Be mindful in your communication with disadvantaged participants at all stages, find out about their special needs.

Suggestions for Participants with Special Needs

Interpretation: What is the language of your event? Will there be participants who do not speak that language? Will there be a need for sign language and verbal description? Will there be simultaneous or consecutive interpretation?

Nursery / child care planning: Take care to arrange for child care or nursery services to allow for people with children to participate.

Dietary needs: Make sure to ask participants whether they have any special dietary needs. Have special menus prepared for vegetarians, vegans or participants with health problems like diabetes and gluten intolerance. If there is a catering service you can employ, decide on the menu together in advance.

Participants with disabilities: Communicate with disabled participants before the event and find out what their special needs are.



A vegetarian diet does not consist merely of vegetables. Enrich your menus for vegetarian/vegan participants according to your budget. You can find examples of menus on the website of People for the Ethical Treatment of Animals (PETA)⁴.

Speaker / Trainer / Moderator / Facilitator

Depending on the format of the event, identify your need for speakers, trainers, moderators and/or facilitators and who these people might be. Make sure you have alternatives to the people you've chosen.

- Find out as soon as possible if they're **available**. Have an **alternative plan** in case there's a change in their availability.
- Give **detailed information** about the goal, target group and concrete outputs of the event.
- **Be very clear about** your expectations from them. Give a brief **job description**. Also communicate this description and your expectations in writing.
- Share **all documents** prepared for the event (information note, conceptual note, draft programme, job description, etc.).

⁴ <http://www.peta.org/living/food/two-week-vegan-meal-plan/>

- Agree on the time necessary for preparation.
- Agree on the time frame for receiving [documents to be used at the event](#) such as biographies, brief introductory letters, etc.
- Before the event, [plan a meeting](#) for them to meet the team and walk through the job description.

Announcement

In order for an event to achieve its goal, the target group should be reached with an announcement immediately after the planning stage. Care must be taken to ensure that the announcement reaches the target group.

- When planning your announcement, first decide whether your event will be [open to public participation](#).
- Even if your planned event is public, [make sure to highlight the participation criteria](#) in case there are too many applications.
- For events in which you expect broad participation, you can make an open call.
- When announcing events in which you will focus on a specific subject/theme, you can [send invitations](#).
- [Remember to follow up your announcements](#) and [repeat them regularly](#).
- Share your announcement with [organisations, institutions, websites, and news platforms](#) that work to support civil society.
- Make sure that information about the event is [easily accessible](#). For example, collect all information about invitations in one place.
- You can prepare an application form using [Google Forms](#), create online surveys before invitations and make your job easier when measuring your participant profile.
- You can use [bulk e-mail delivery](#) systems such as [Mad Mimi](#), [MailChimp](#), which also have free versions, to save time and make your announcement with beautiful designs you can easily prepare with the infrastructure offered by these applications.



The announcement is the first step in which you reach out to your target group. Determine your criteria and method of announcement. Collect all information about the event in one place.

Duyurunuzu Kimler Yaygınlaştırabilir?

- AB Bilgi Merkezleri
- AB İlan
- Sivil Alan Haberleri
- Sivil Düşün AB Programı
- Sivil Sayfalar
- Sivil Toplum Geliştirme Merkezi (STGM)
- Siviltoplum.la
- STK Medya

Invitation

Make sure the invitation is short, succinct and clear. Writing a clear invitation letter will affect the number of participants, lower the risk of confusion, and make your life easier. Keeping visuals at a minimum in the invitation letter will make sure that focus is on the content of the text.



Make sure to ask whether there are any special needs such as child care, sign language interpreter, vegetarian menu or facilities for physical disabilities.

If you send out your invitations via e-mail and/or mail/courier, we recommend that you get confirmation by phone.

What should you include in an invitation letter?

- Full title of the event
- Information about the venue, date and time
- If possible, a sketch map showing how to get to the venue
- The name and title of the organisation and/or person to which the invitation is sent
- The event programme, draft programme or brief information about the content of the event
- Brief information about the format of the event
- Participant profile
- Information about logistics
- Ask whether there are any special needs
- A note if you require an RSVP

How can you send your invitation?

- **E-mail:** Even if you're sending your invitation by other means, remember to also send it by e-mail. Do consider bulk e-mail options.
- **Mail / courier:** Send printed invitations especially in official/formal events.
- **Facebook event:** If you have the possibility of reaching out to your target group through social media, if you actively use your Facebook page, if you have a flexible and close relationship with your participants, you can opt to use this method.
- **Social media content:** You may send invitations not only via Facebook events but also by creating special content using different social media channels.
- **Fax:** You may need to send your invitations to public agencies by fax.



Depending on your target group, the printed letter of invitation can be written in Braille for the blind.

Make sure that your invitation letter informs participants of the facilities and needs that will be met

•RSVP•

PLEASE REPLY

When necessary, you can ask participants to confirm that they will be attending the event. This is a good way to determine the number of people guaranteed to come. You can write RSVP at the end of your invitation and add the name of a contact person, a telephone number and/or an e-mail address for people to respond to.



DREAMS... REALITY... THE BUDGET

Your most important goal should be to get maximum productivity from an event you hold with a limited budget.

One of the most important steps in successful event planning is the realistic planning and follow-up of the budget. Since your event will be shaped according to your budget, it is vital that you prepare a budget in consideration of all details at the planning stage.

To use your budget efficiently:

- Make sure that your **programme** corresponds to your budget.
- **Book all flights** as early as possible.
- Place a **limit for travel distances** in intercity transportation and opt for more economic means of transport like train or bus.
- Plan **hotel bookings** for groups of two or three people. **Share** the final accommodation plan with participants **as early as possible**.
- In city transfers, make use of **public transport**.
- Make provisions in your budget for **unanticipated expenses** such as taxis, photocopies and stationery.
- If you will work with an event management company or other suppliers when renting a venue, hotel or technical equipment, **ask for quotes from several different suppliers**.
- If you have organised a similar event before, **compare budgets** and pay attention to missing items.

In cases where your budget is not enough, you can hold your event with the support of donors and/or sponsors. You can secure funding by speaking with national and international donors and/or private companies who have an interest in your field of work.



If you are going to hold a short event, you can economise by organising it at a time that doesn't require you to offer lunch.



ANNOUNCING YOUR EVENT: COMMUNICATION STRATEGY

When designing an event, develop a basic strategy on how to reach out to your target group, how to give accurate information about your event and how to express your corporate identity in the process. At the second stage, decide which communication tools you will use. After deciding which media tools you will use, such as the press, public relations, website, social media. Prepare a communication plan for these tools. Decide how you will reach out to your target group through these tools and start implementing your plan.

Corporate Identity and Branding

If you're holding an event on behalf of an organisation or an initiative, you must make sure that your event accurately reflects your **corporate identity**. Your corporate identity should be visible in your announcement, invitation, relations with the press and during the event.

What should you pay attention to when using a corporate identity?

- Make sure to add the **name and logo** of your organisation on printed material and communication tools.
- Check that all designs reflect your **corporate identity**.
- Add to your website a file containing your logo, which can easily be used in the press and on social media. Also send it as an attachment in e-mail correspondence.
- When sharing your contact information, make sure to use an e-mail address that **includes your domain name** or one that **reflects your corporate identity**. Use the same e-mail address in all your correspondence.
- Present your corporate identity on **all special material** to be used during the event such as posters, banners, folders etc.



When preparing your communication plan, decide how you will use the tools you have chosen. Divide your plan into three parts: before, during and after the event.

The Press

If you wish for your event to be covered by the press, you should make a press list, prepare at least one press release and a media kit, make sure to send it, and do your follow-up.

What should you pay attention to in your relations with the press?

Invitation to the press: Use the 5Ws 1H rule, which comprises the main elements of a news story and is an approach used by journalists.

What?

Name of event

Why?

Its purpose

When?

Date and time

Where?

Address of the venue where the event will be held

Who?

Information about the organisation/institution holding the event

How?

Event programme and details

While making sure that your invitation includes all the information you wish to give, add visual elements that can make it look simple yet attractive. For example, if you think you have a speaker etc., who might be of public interest, you can give information about this.

INVITATION



CONFORMATION

REMINDER

When the details of the event start to take shape, prepare your invitation. Check that your invitation has been received. Bearing in mind that media outlets are busy and there's a dynamic agenda, make sure to send a reminder a day before the event.

Creating press lists: In addition to creating a comprehensive press list, make lists of people who might be interested in your field of work. When making your list, you can ask for help from other civil society organisations (CSOs) and do a newspaper and/or Internet search for columnists who write about your field of work.

Planning the announcements: Make a sound plan for preparing the press release and its circulation. Remember that a well-planned announcement process with a follow-up is one of the most effective ways to make an event fulfil its purpose.

Communicating with the press: Remember that good communication with the press is just as important as having a press list. After deciding on your press list and people according to their area of work, make sure to invite columnists who are interested in your field of activity. For those members of the press who cannot attend your event, prepare a summary evaluation bulletin and share it with them along with photos of your event. Make a special effort to send an email to thank writers and/or people who have contributed to disseminating information about your event.

Preparing a media kit: Preparing a media kit is the first step in planning the announcement of an event. Just as in the invitation to the press, make a brief introduction and then give detailed information about the event and programme using visuals.

Online / downloadable press release / media kit: As a precautionary measure against the possibility that your announcement fails to reach the press due to e-mail system failure and/or gets lost amongst other bulk e-mail messages, make sure that your press release and media kit are always accessible online and downloadable.



When making a press list, include websites, social media accounts and citizen journalists relevant to your event.

High-resolution visuals: Always bear in mind the importance of visuals in disseminating your announcements to a broad audience through social media and/or print media. Remember to share your high-resolution visuals with people and outlets on your press list and to stand out with your visuals when making announcements on your website and social media channels.

Disseminating press briefing material: Make sure to disseminate separate briefing material to the press during the event. This material should include detailed information about the purpose of the event, its target group, the names and titles of speakers/facilitators and the expected outcomes of the event.

Setting up a media desk: Set up a media desk and register the names of participating press members in order to build better communication with them before and after the event. Keep copies of the press kit and invitations on the desk, and make sure that you have all other relevant content and/or printed publications.

Media monitoring: Bear in mind that media monitoring after an event is not just the job of news agencies. Media monitoring will enable you to find the news about your event, and compile the opinions of people who view your event from an outside perspective. It will also help you to report and archive how the event was covered in the press.

Preparing a media report: After the end of the event, prepare a media report summarising your communication with the media. The media report should include news reports about your event and/or corporate identity with visuals, as well as the links of published articles that can be accessed online. A media report is extremely important for archiving and project reporting.



Make sure your press list is current. Always update your list before communicating with the press.



How to Use Your Website and Digital Tools

You can reach out to your target group using social media and digital tools. With the right social media strategy and content management, you can transform your event announcement into a colourful and distinct structure.

Website: Make sure to share your event announcement on your website. If there is other information that you'd like to share such as a detailed programme, application forms, information about speakers etc., you can add a specific page to your website for the event. Update this page regularly.

Social media strategy: Regularly share information about the event. Also share independent content parallel to the subject of your event. Design your social media as a space where you can post your programme in pieces. Create a social media communication strategy.

Hashtag: You can create a special hashtag for your event and enable a platform for debate on social media. For example, for an event on funding you can create a hashtag such as #KaynakNerede (WhereIsTheFunding) or for an event on environmental rights, #YeşilDüşün (ThinkGreen).

Social media during the event: If you're going to use a hashtag during the event, don't forget to add the hashtag to all your posts. Ask participants to use this hashtag when posting on social media. You can use Tweetwall applications to project your Twitter content to a large screen and encourage participants to share more content.

Live broadcast: You can use tools such as Periscope and Facebook Live to reach out to people who couldn't attend your event and also allow for the archiving of your event as a video. Making a live broadcast of the entire event will decrease the attention it receives. Instead, you can broadcast specific sessions.

Live connection: You can use tools such as Skype, Google Hangouts etc. to establish a live connection.

Social media after the event: Take care to continue sharing photos, videos, excerpts from the talks and discussions after the end of your event.



THE VOICE OF THE EVENT: SPEAKER / MODERATOR / HOST

What should be paid attention to after choosing the speaker and/or host who will be the voice of the event, and the moderator who will shape the overall flow?

Asking the speakers to send their presentation in advance: If you are using interpretation during your event, you should send the presentations to the interpreters. If necessary, you can hand out copies of presentations to participants. After the event, you can ask for permission from the speakers to share the presentations on your website.

Asking the speakers for a bio and photographs: You can post the bios and photos of speakers on your website before the event or add them to the material to be handed out at the event.

Team meeting with the moderator and host: Before the event, meet up with the host and moderators to make a list of needs. Make sure you prepare a risk management plan.

Speaking notes for the host: Give the host all the available material about your event as well as information about the participants so that she may prepare a text for her speech. Inform the host of all details such as your sensitivities as an organisation, protocol requirements, special announcements, how to address people etc. Make sure to review the text of the speech and allow time for a rehearsal before the event.



Inform moderators in advance about the time allocated to speakers, logistics and sensitive issues.



WHERE? HOW? BY WHAT? LOGISTICS

Successful content planning doesn't always guarantee a successful outcome. Details about logistics such as where and how the event will be held, whether expenses such as transportation and accommodation will be covered are of utmost importance for a successful event.

Accommodation

What should be considered when choosing accommodation?

- If guests will be accommodated at a place separate from the event venue, make sure that it is as **close as possible and/or easily accessible**.
- Make sure that they are used to working with **disadvantaged and vulnerable groups**.
- Pay special attention to manage the process according to needs when working with vulnerable groups.
- Remember to **arrange for transportation or give directions about transportation** from the place of accommodation to the venue.
- Give participants the **full address** and sketch map of the venue.
- Check that the accommodation is **accessible to disabled participants** (sufficient number of rooms for the disabled, ramps, an elevator for the disabled, bathrooms for the disabled, etc.).
- Choosing premises with its **own parking place** will make life easier for your guests.
- Having **Internet access** will make it easier for your guests.
- It is crucial that you follow up on bookings, and make sure that **pre-reservations, final reservations and cancellations** are communicated on time. Cancellations that are not notified on time will be regarded as 'no-shows' (No-show is making a booking but neither keeping nor cancelling it).



Reaching a mutual agreement on conditions and signing a contract with the hotel by defining your working principles will ensure that the rights of all parties are protected.

Ask for current information about conditions that may hinder travel from your travel agency or the terminal officials at the time you buy tickets or at the time of travel.



Don't forget that you can't modify special offer tickets!

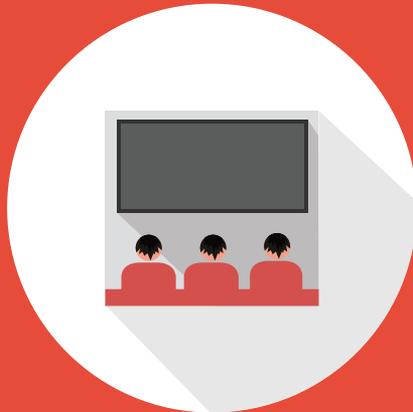
Transportation

What should be considered when arranging transportation?

- Plan for international/intercity transportation as early as possible. Remember that plane tickets in particular will be more expensive at the last minute.
- Make an [advanced booking](#) to guarantee a good price on plane tickets.
- When buying tickets, make sure that the [names on tickets match the names in identity documents](#). Make sure that the booking information is checked and confirmed by the person for whom the ticket is being bought.
- If your budget allows, buying [travel insurance](#) will protect both your guests and yourself against possible risks.
- To the extent possible, try to arrange for the use of public transport for [local transfers](#).
- Take care that you plan for [special needs](#).
- For [road transport](#), check that the vehicle has a lift. [Remember that you may need to arrange a special vehicle for motorised wheelchairs](#).
- For [air transport](#), remember that you need to make an advance notification if there are any special conditions that may hinder flying (pregnancy, disability).
- For [maritime and train transport](#), remember that any conditions that may hinder travel can be accommodated for if you notify the responsible officials at the time you buy tickets and/or terminal officers at the time of travel.



Tickets issued in the wrong name cannot be used.



PUSS IN THE CORNER: THE STAGE AND SEATING ARRANGEMENTS

Stage organisation: Making the necessary arrangements in line with the content of the event will directly affect the productivity of your participants. Arrange your stage according to the duration and number of presentations.

Visuals: Depending on your budget, you can design a stage backdrop and use different visuals in cases where you prefer to highlight your corporate identity or the event (stage, backdrop, spider backdrop, banner, curtain, etc.). These will ensure that visuals have a strong presence in photographs and video recordings of the event.

Rostrum: Plan your event by asking whether a rostrum is required for hosts and/or speakers.

Speakers: The seating arrangement of speakers on stage is determined according to the activities in the event. You can decide on how to use chairs, coffee tables and tables depending on the needs of the participants and the suitability of the stage. Remember to place name cards, microphones, notepads, pens and water on the tables.

Team: Set up a station for your team in a room or table at your venue. The whole team should know the meeting point and the place where necessary materials are.

Seating arrangement: When making the seating arrangement, it is a good idea to consider the sessions, parts and activities in your event and the availability of space and to decide together with the moderator, facilitator and trainers. Make your seating arrangement according to the content, the participants and sessions (e.g. Will there be a Q&A session?).



In cases where you will use a rostrum or a panel table, pay special attention that you place the name cards in the right place and get names and titles right.

Alternative Seating Arrangements

U shape: In this seating arrangement, the speaker/presenter can easily see the whole audience. Because there's an open space, the speaker can move easily and come closer to the audience. This seating plan gives the audience a sense of equality.

Circle: This seating arrangement creates an opportunity for interaction between the speaker and the audience. It ensures a higher level of participation. Because it creates an informal environment, it is not preferred at official meetings.

Square: Since it creates a more formal setting, his arrangement is preferred at official meetings.

Warning!

The seating arrangement may need to be modified if participants are fewer than expected. This may cause a glitch during your event since it will take some time to rearrange.

Banquet: This arrangement is preferred at events where group work is planned. The audience is seated around more than one round table.

Warning!

Participants may not be able to see the stage from an equal angle.

Theatre: If you have a high number of participants and you are holding a conference/seminar, you can opt for this seating arrangement.

Warning!

The interaction between the speaker and participants sitting at the back may be weak.

Classroom: This arrangement is preferred in training and similar events. A high number of participants can take part. Having a table will make it easier to take notes.



Other than the standard seating arrangements, you can always create your own seating plan. For example, if the venue has a garden and the weather is nice, you can have a seating plan outdoors on the grass.

Plan in advance for the use of visual material specific to your event or to your corporate identity such as posters, banners, flags, swallowtail flags, roll-ups, etc

What should be considered when planning the seating arrangement?

- When choosing a seating arrangement, make sure that all participants can see the stage.
- If there are foreseeable modifications to the seating arrangement, speak with the venue manager about capacity and whether they have sufficient staff.
- Ask the manager of the venue to arrange the room a day before the event, if possible. Make sure you check the venue well in advance to leave time for any possible modifications (seating arrangement, technical equipment, exhibition etc.).
- If the press is going to attend, have a designated place for cameras, so as not to block the view of participants, and provide technical items such as extension cords.
- You can arrange the materials to be used at the event on the tables in advance.

Protocol: It will be appropriate to arrange seats for protocol members according to the protocol order and have their names and titles written. If necessary, you can get information from the protocol managers of the institutions which you invite.

Exhibitions, stalls, concerts, etc.: If you are planning to hold an exhibition or a concert or set up a stall at your event, check that the venue is suitable. Identify the suitable spots in advance. Speak with the manager about technical requirements and procure services if necessary.



For outdoor events, make sure to have an alternative plan in case of a change in weather conditions.



Make sure to keep a list of contact numbers to call in case of emergencies, such as the team, event manager, venue manager, speakers, hotel, transfer service, etc.

Participants with disabilities: Depending on the type of event, if there are visual presentations and/or video/film projections, make sure that you have verbal description for the blind and sign language and detailed subtitles for people with hearing impairments. Make sure there is a sign language interpreter during the presentations and/or Q&A sessions. When choosing a venue, pay attention to the needs of orthopedically disabled individuals.

Registration Desk

Before the event, set up a registration desk and have your registration sheets ready. When registering participants, ask for their name, surname, organisation, title, province, phone, e-mail and signature. Compare this with your participant list. If you have registered participants in advance or if you already know their names, you can prepare a registration sheet with names. Using an alphabetic list will make your job easier during registration.

If you have high participation, having several copies of the registration sheet will prevent crowding at the registration desk.

You can also use the registration desk as an 'Information Desk' where people can ask for information and communicate possible problems. The desk can also be a 'lost and found' spot.



If you already know the names of participants, you can prepare a registration sheet with all the information and only ask for their signatures.



EVENT DAY: DETAILS

Technical Equipment

What sort of technical equipment may be needed in events?

- Projector
- Screen
- Computer for presentations
- Monitor
- Pointer
- Flipchart, paper and colour markers
- Sound system
- Microphone (depending on need hand/delegate/clip/rostrum)
- Simultaneous interpretation system
- Copy machine
- Printer
- Camera
- Video recorder
- Audio recorder
- Press mixer
- External disc, Flash disc
- Portable modem



Try to estimate the amount of documents you will need to copy during the event. Make sure you know where to get copies.

Photographs and Video Recordings

Photographs are one of the most important elements for press coverage. If your budget allows, it is advised that you work with a professional photographer and/or camera person. This can also be archived to build corporate memory and use as an example in future events.



Remember to inform the venue manager of your event programme and your technical needs so that they may prepare accordingly.

Checklist for Event Day

- Stage and seating arrangement
- Material to be handed out
- Technical equipment
- Internet
- Overall cleanliness
- Visibility materials
- Arrangements and technical equipment for exhibitions, stalls and concerts
- Registration and press desk, registration sheet
- Weather alerts
- Fire escape
- Generator



Set up sign posts bearing the name, date and organisers of the event in suitable places starting from the entrance to the venue

*Prepare a stationery box!
You can include items
such as a stapler, scissors,
envelopes, A4 sheets, paper
clips, glue, pins, nylon
thread, scotch tape, double-
sided tape, extension cords,
pencils, batteries, etc.*

To save paper, instead of handing out the programme to each participant, you can have a large programme placed at the entrance and keep a number of copies at the registration desk.

Remember to prepare the following:

When preparing your material, keep in mind that each event will have its own specific needs list.

- Programme
- Information note
- Presentations, reports, etc.
- Folders, notebooks, paper, pencils/pens
- Promotional material
- Certificate of participation
- Plaques / thank you notes for speakers
- Name tags
- Table name cards
- Evaluation form

Side Events

It will be wise to speak with the venue manager in advance about the capacity of the venue for side events such as exhibitions and concerts and arrange to have material brought in if not available at the venue.

What types of side events can you organise?

- An information fair
- Concert / performance
- Film screening
- Bazaar, stalls
- Exhibition
- Interactive space

It would be useful to have extra materials. Remember to take your business cards with you.



Risk Assessment

In terms of risk assessment, it is crucial to see, test, examine and evaluate all items, to the extent possible, in a timely fashion, and to address possible issues and obtain all approvals in writing before the day of the event.

Security: Make sure that you ensure the security of participants against all possible negative situations. Start by checking that the venue has its own security system. In case of high-risk situations, consider working with a security company.

The speaker/host etc. didn't show up: You can decide with the team on modifications to sessions or activities.

Weather conditions (rain, sun, mud): You can set up alternative places at the venue.

Technical issues: Make sure to have a Plan B for frequently encountered issues. Make note of the people you can ask for help at the venue.



Always have a Plan B in case the speaker or host doesn't show up or in case of unexpected weather.



EVERY GOOD THING MUST COME TO AN END: AFTER THE EVENT

An event will fulfil its purpose only when the entire process is complete. Making a list of things to do after the event will enable you to complete the process without losing focus.

Things to remember after the event:

- Completion of payments for all invoices
- Clearing up, checking and carrying the material
- Transcribing audio recordings if the sessions were audio recorded
- Translation
- Preparing the media report
- Preparing the evaluation report
- Preparing the event report and disseminating it to relevant units
- Archiving, filing (Event report, registration sheet, event brochure, receipts, photographs, etc.). If possible, preparing print and electronic copies of the archive
- Posting relevant information on the website (presentations, photographs, etc.)
- Making a list of problems. After each event, it would be useful to make a list of problems and shortcomings.



At the end of the event, an evaluation report should be prepared and made available in a common, accessible place to maintain institutional memory and guide people who will organise similar events.



USEFUL DOCUMENTS

You can find sample documents at the below address that could be of help while organising your event. Keep in mind that you will need to adapt these documents in line with your event, taking into consideration such details like participant number, programme, venue, etc. of your event.

sivildusun.net/kitaplik

ASSIGNED TO

NOTES

DEADLINE

EVENT VENUE

- Getting quotes
- Finalising the venue
- Securing the guarantee number
- Securing meeting rooms (number of rooms, participants, etc.)
- Seating plan
- Dais, podium, etc. needs
- Setting the interactive area (stands, etc.)
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TECHNICAL

- Sound system / microphone (dynamic, headset, etc.)
- Setting the interpreting system
- Consecutive / simultaneous interpreting system
- Equipments for sessions (projector & screen)
- Laser pointer
- PC (for presentations), printer / photocopy
- Getting quotes
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ASSIGNED TO

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DEADLINE

CATERING

- Coffee break, lunch, cocktail, etc.
- Getting quotes
- Menus (special needs)
-
-
-
-

SIDE EVENTS

- Setting the venue
- Extra needs (technical equipment, lighting, stand, etc.)
- Getting quotes
-
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ACCOMMODATION

- Selecting the hotel
- Getting quotes
- Booking (pre-booking & booking)
- Special needs
- Sending the info (check-in, check-out hours, extras, food, transportation, etc.)
-
-
-

ASSIGNED TO

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DEADLINE

TRANSPORTATION

- Buying tickets
- Event transport
- Sending tickets / info
-
-
-
-
-

MATERIALS

- Agenda / info note / programme / presentations
- Registration form / sign-in sheet
- Name tags
- Table name cards
- Certificates / plaques
- Direction boards / rollup / banner / flags
- Survey / evaluation forms
- Promotional material
- Folders, notebooks, pens
- Flipcharts / papers / markers
- Stationery (duct tape, scotch tape, pins, paper clips, scissors, stapler, thumbtack, glue, triple socket, etc.)
- Business cards
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ASSIGNED TO

NOTES

DEADLINE

PROMOTION

- Web announcement
- Dedicated web page
- Social media announcements
- Communication campaign
- Press release / press kit
- Sending press release
- Emailing
-
-

DURING THE EVENT

- Storyboards for the team
- Registration desk (participants & press)
- Team station
- Assigning roles
-
-

POST-EVENT

- Invoices & payments
- Reports
- Press / media report
- Post-event information & thank you
- Uploading reports to website
- Collection of photos & videos
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Event name

NOTES

Date

Location

Team

PLANNING YOUR EVENT

ASSIGNED TO

NOTES

DEADLINE

Setting the event theme

Setting the date and venue

Draft programme

Draft budget

Detailed budget

Deciding the event management company

Assigning roles for event management

ASSIGNED TO

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MATERIALS

- Agenda / info note / programme / presentations
- Registration form / sign-in sheet
- Name tags
- Table name cards
- Certificates / plaques
- Direction boards / rollup / banner / flags
- Survey / evaluation forms
- Promotional material
- Folders, notebooks, pens
- Flipcharts / papers / markers
- Stationery (duct tape, scotch tape, pins, paper clips, scissors, stapler, thumbtack, glue, triple socket, etc.)
- Business cards
-
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-
-

ASSIGNED TO

NOTES

DEADLINE

PROMOTION

- Web announcement
- Dedicated web page
- Social media announcements
- Communication campaign
- Press release / press kit
- Sending press release
- Emailing
-
-

DURING THE EVENT

- Storyboards for the team
- Registration desk (participants & press)
- Team station
- Assigning roles
-
-

POST-EVENT

- Invoices & payments
- Reports
- Press / media report
- Post-event information & thank you
- Uploading reports to website
- Collection of photos & videos
-
-

ASSIGNED TO

NOTES

DEADLINE

EVENT VENUE

- Getting quotes
- Finalising the venue
- Securing the guarantee number
- Securing meeting rooms (number of rooms, participants, etc.)
- Seating plan
- Dais, podium, etc. needs
- Setting the interactive area (stands, etc.)
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TECHNICAL

- Sound system / microphone (dynamic, headset, etc.)
- Setting the interpreting system
- Consecutive / simultaneous interpreting system
- Equipments for sessions (projector & screen)
- Laser pointer
- PC (for presentations), printer / photocopy
- Getting quotes
-
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ASSIGNED TO

NOTES

DEADLINE

CATERING

- Coffee break, lunch, cocktail, etc.
- Getting quotes
- Menus (special needs)
-
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-
-

SIDE EVENTS

- Setting the venue
- Extra needs (technical equipment, lighting, stand, etc.)
- Getting quotes
-
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ACCOMMODATION

- Selecting the hotel
- Getting quotes
- Booking (pre-booking & booking)
- Special needs
- Sending the info (check-in, check-out hours, extras, food, transportation, etc.)
-
-
-

ASSIGNED TO

NOTES

DEADLINE

TRANSPORTATION

- Buying tickets
- Event transport
- Sending tickets / info
-
-
-
-
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MATERIALS

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- Storyboards for the team
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Event name

NOTES

Date

Location

Team

PLANNING YOUR EVENT

ASSIGNED TO

NOTES

DEADLINE

Setting the event theme

Setting the date and venue

Draft programme

Draft budget

Detailed budget

Deciding the event management company

Assigning roles for event management

ASSIGNED TO

NOTES

DEADLINE

EVENT VENUE

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ASSIGNED TO

NOTES

DEADLINE

PROMOTION

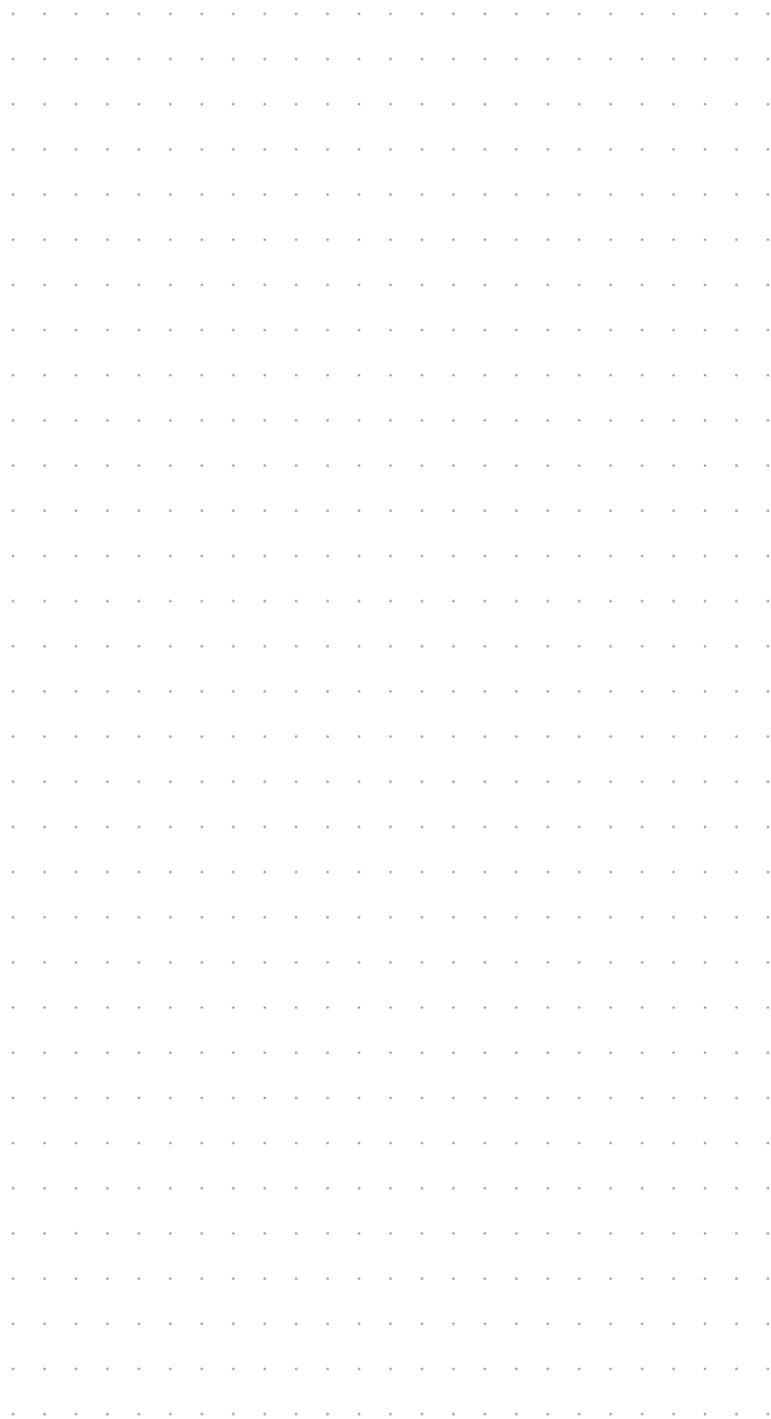
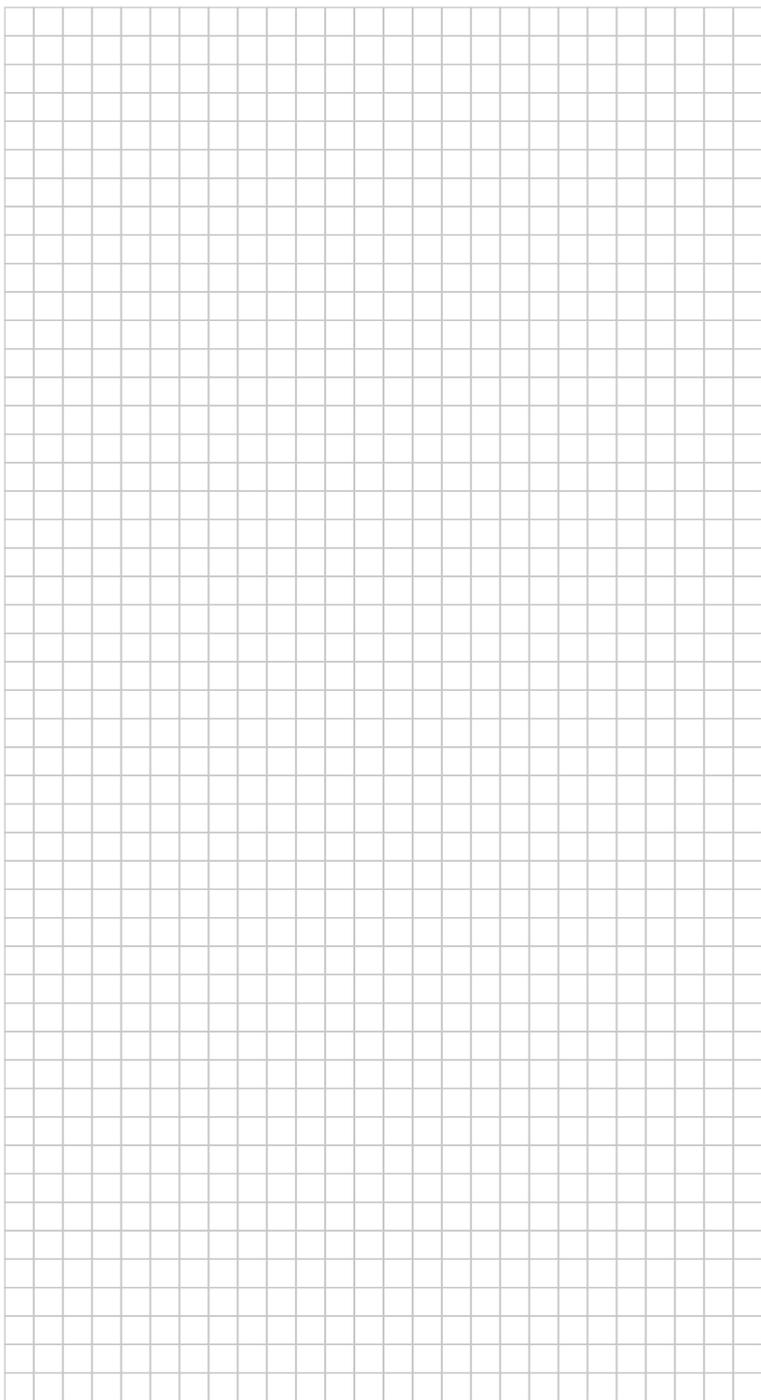
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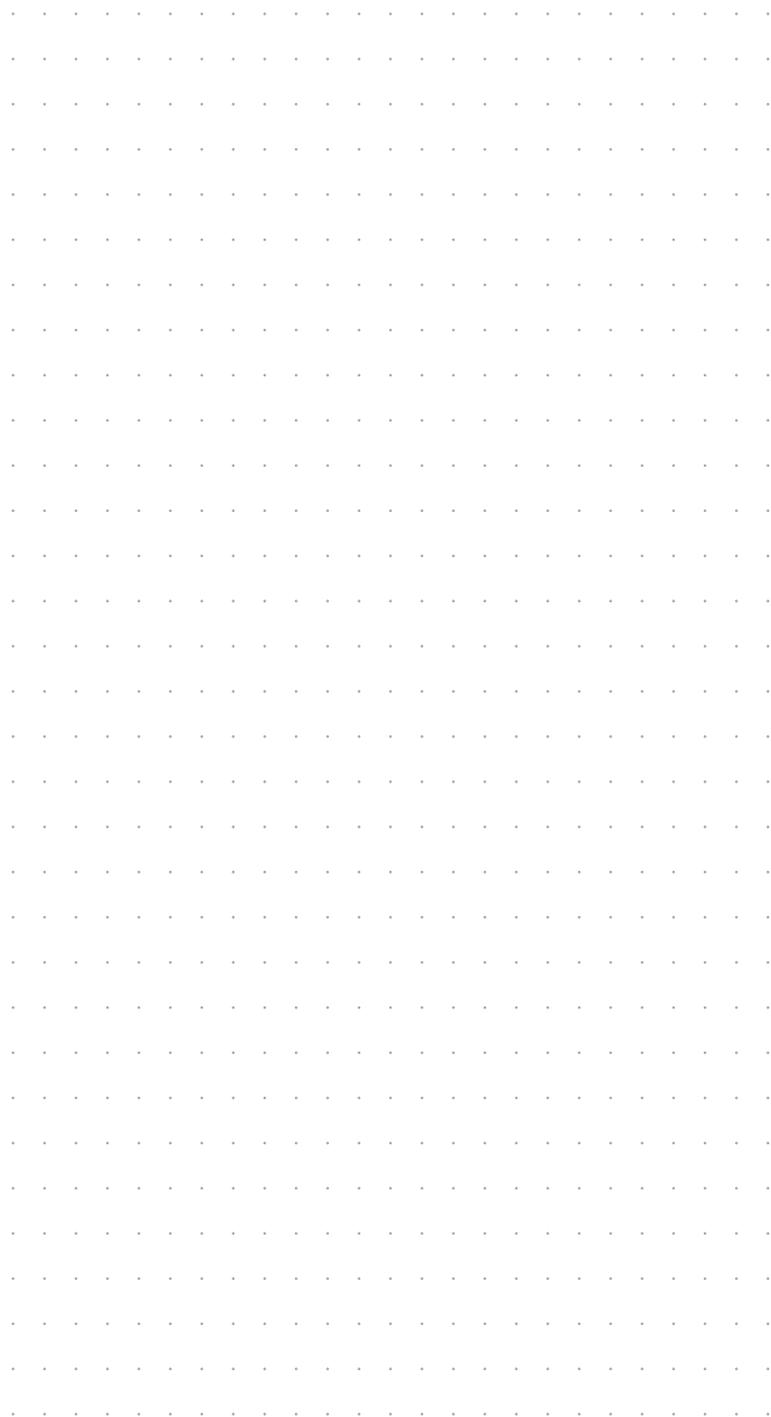
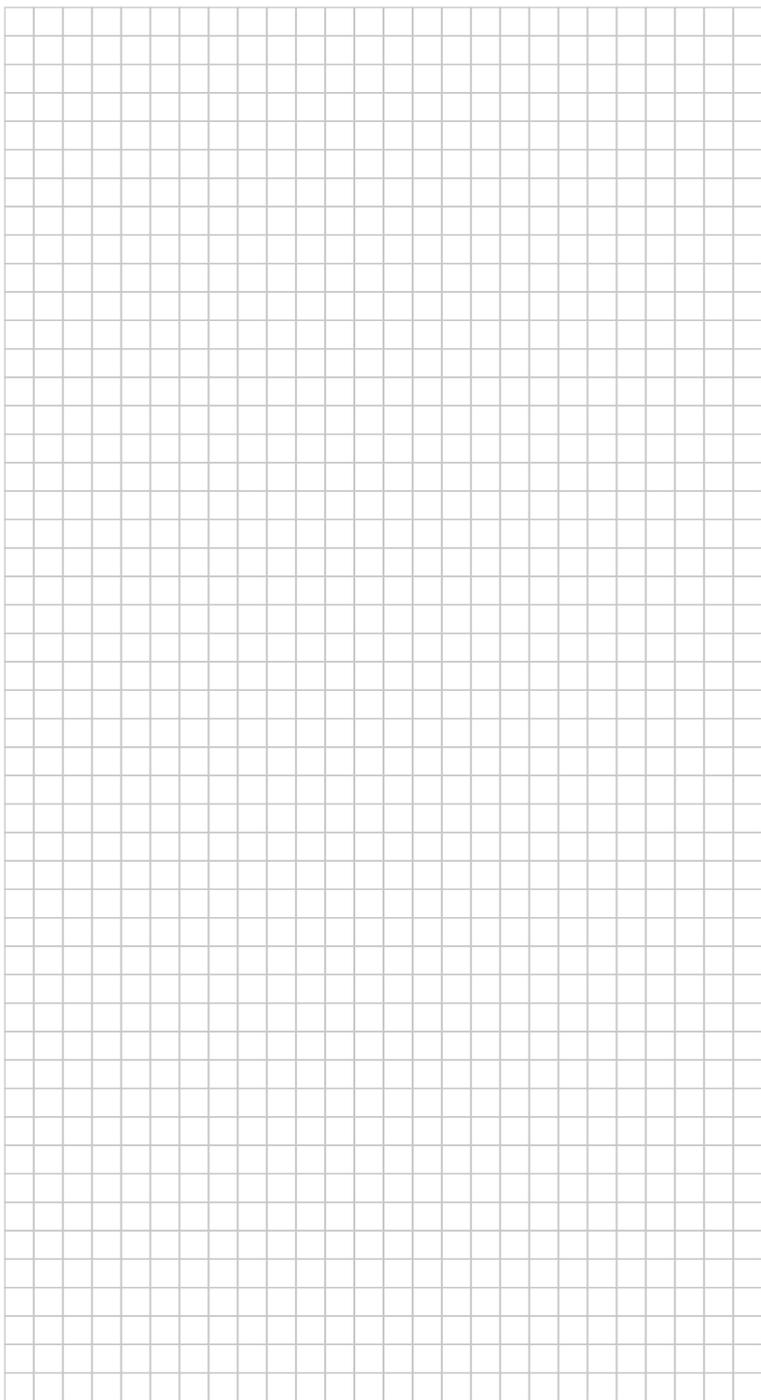
DURING THE EVENT

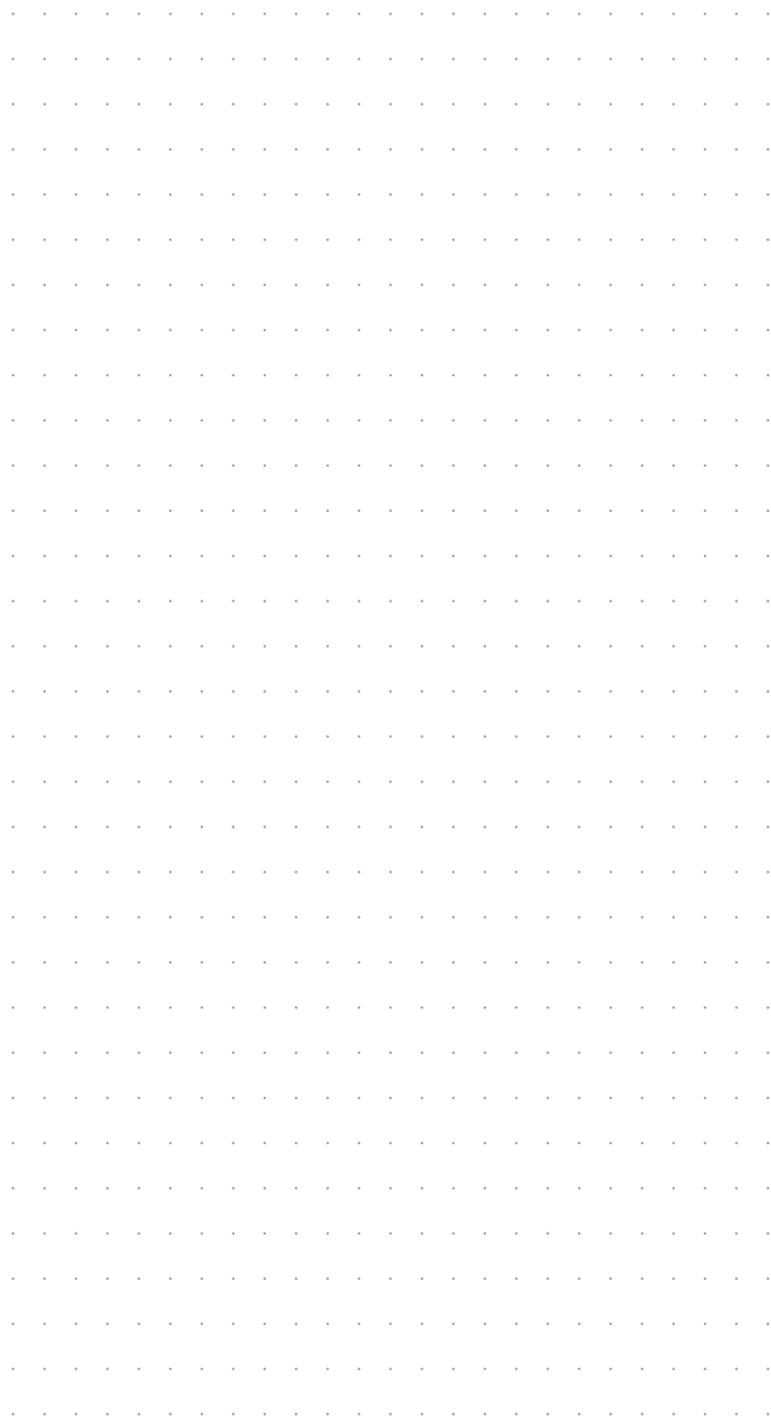
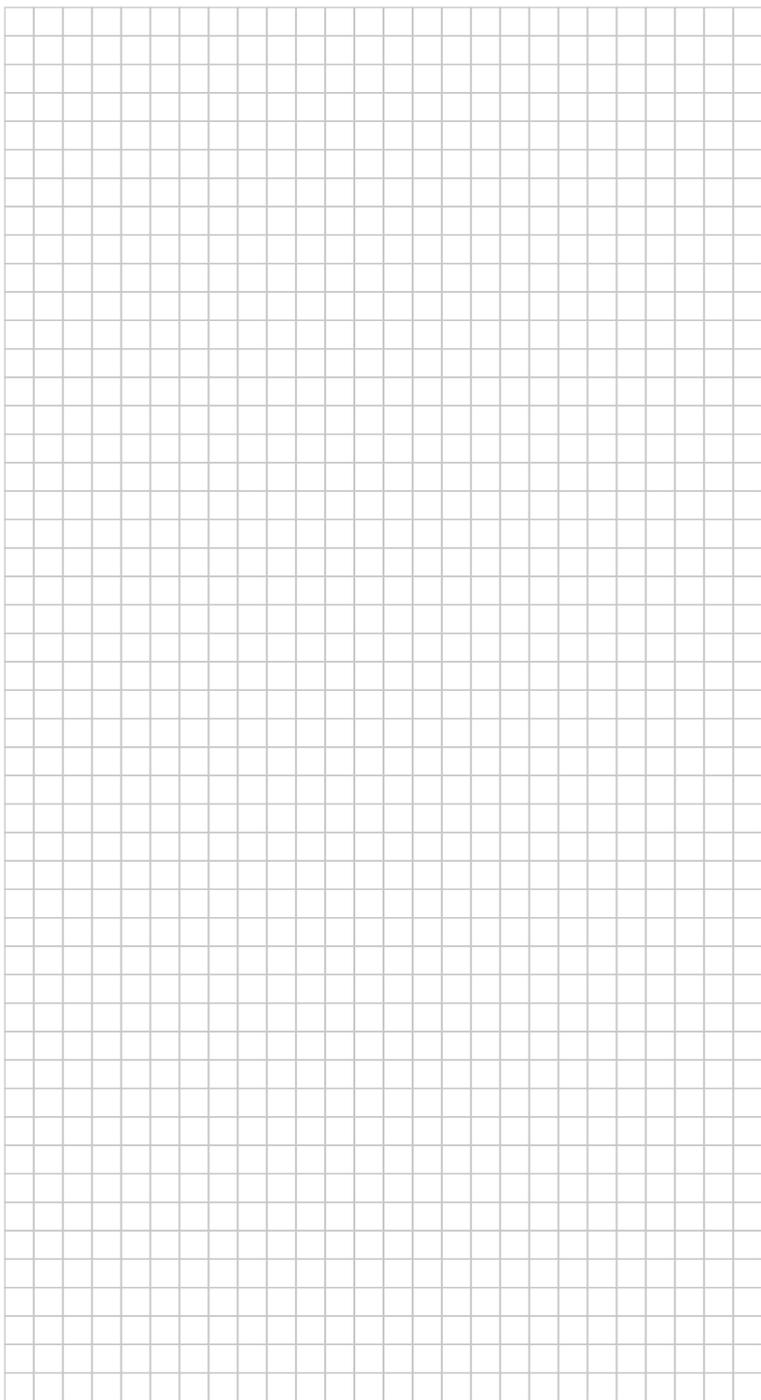
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- Team station
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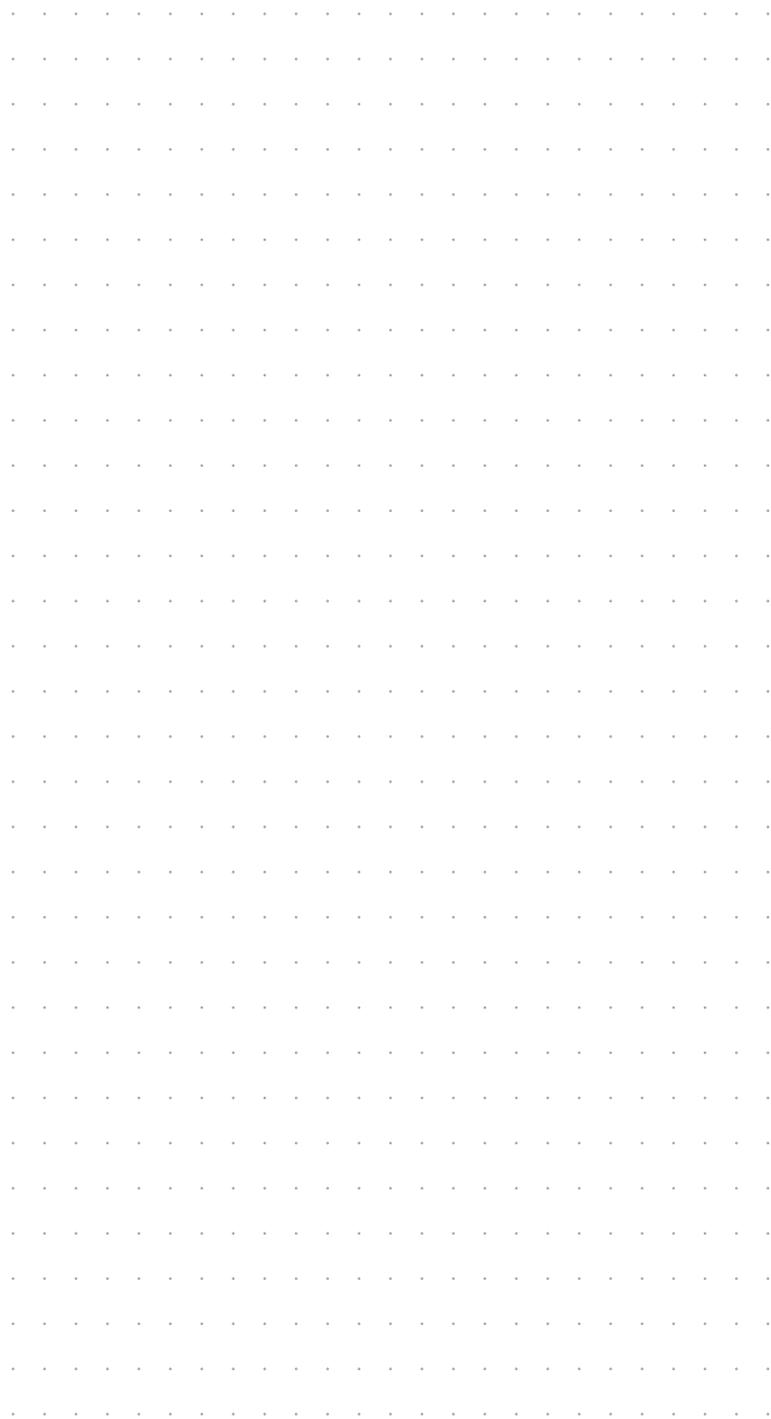
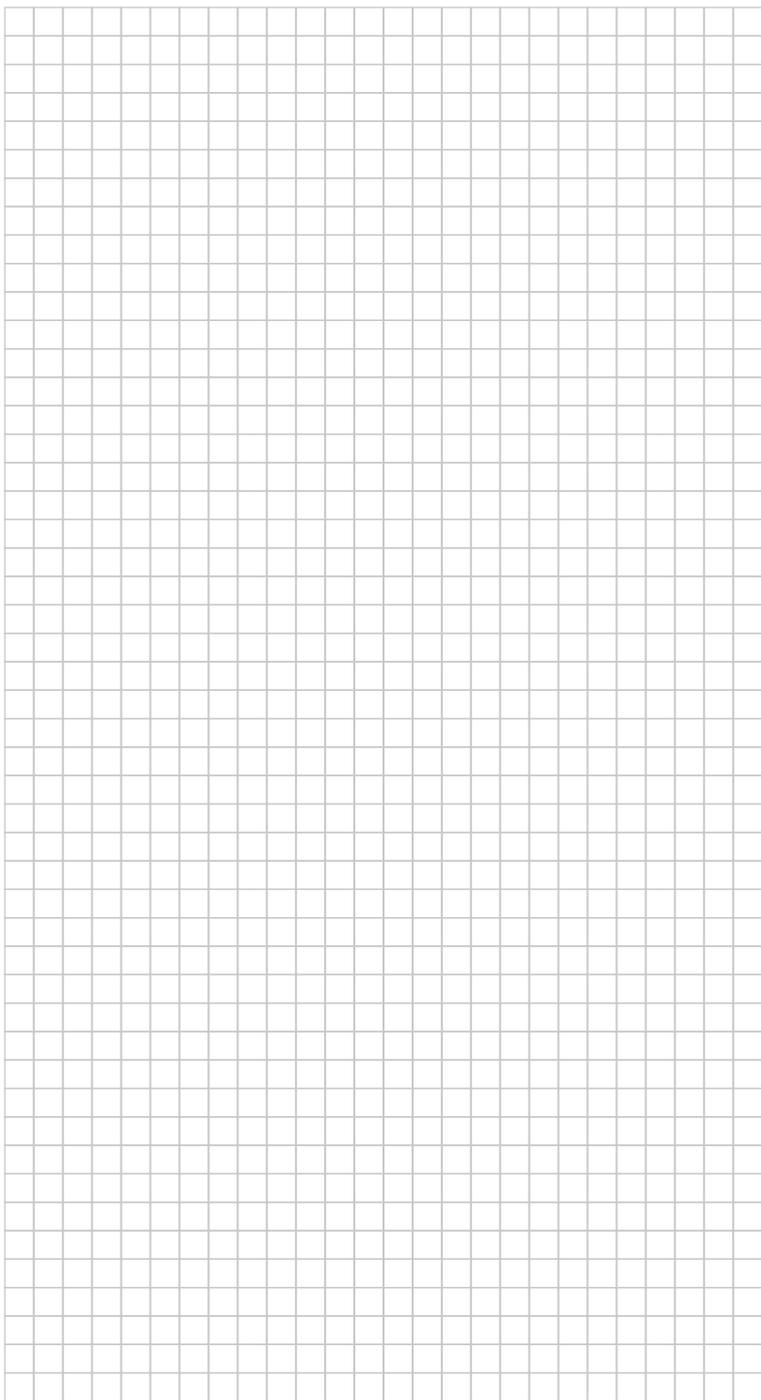
POST-EVENT

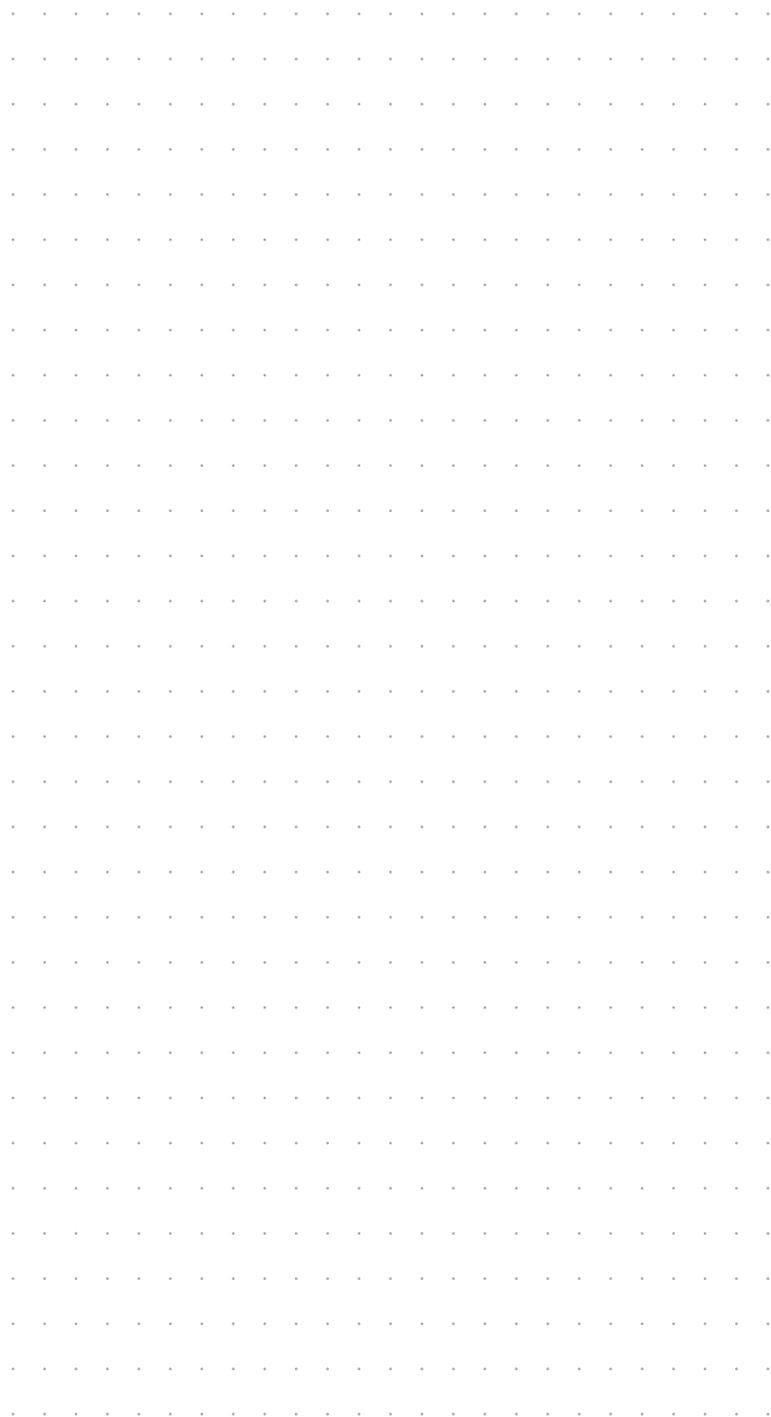
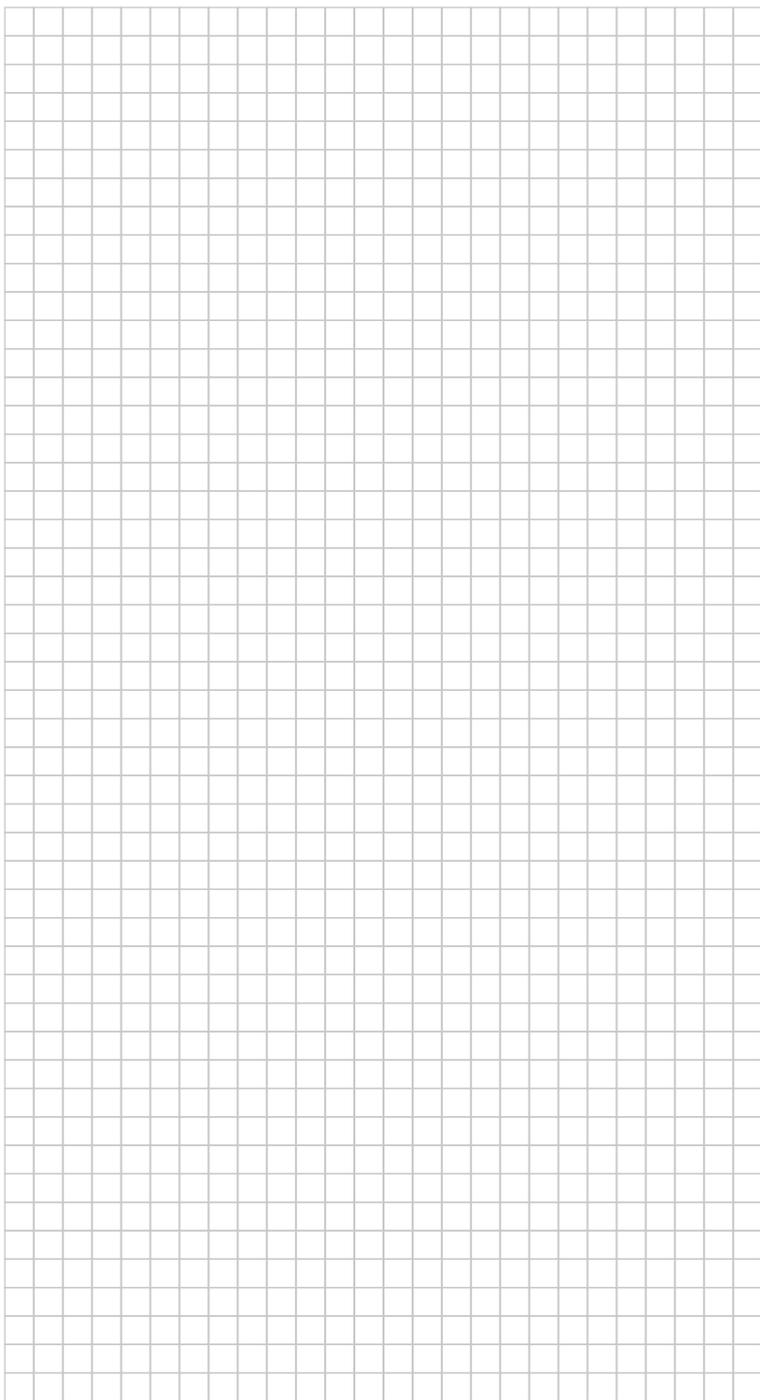
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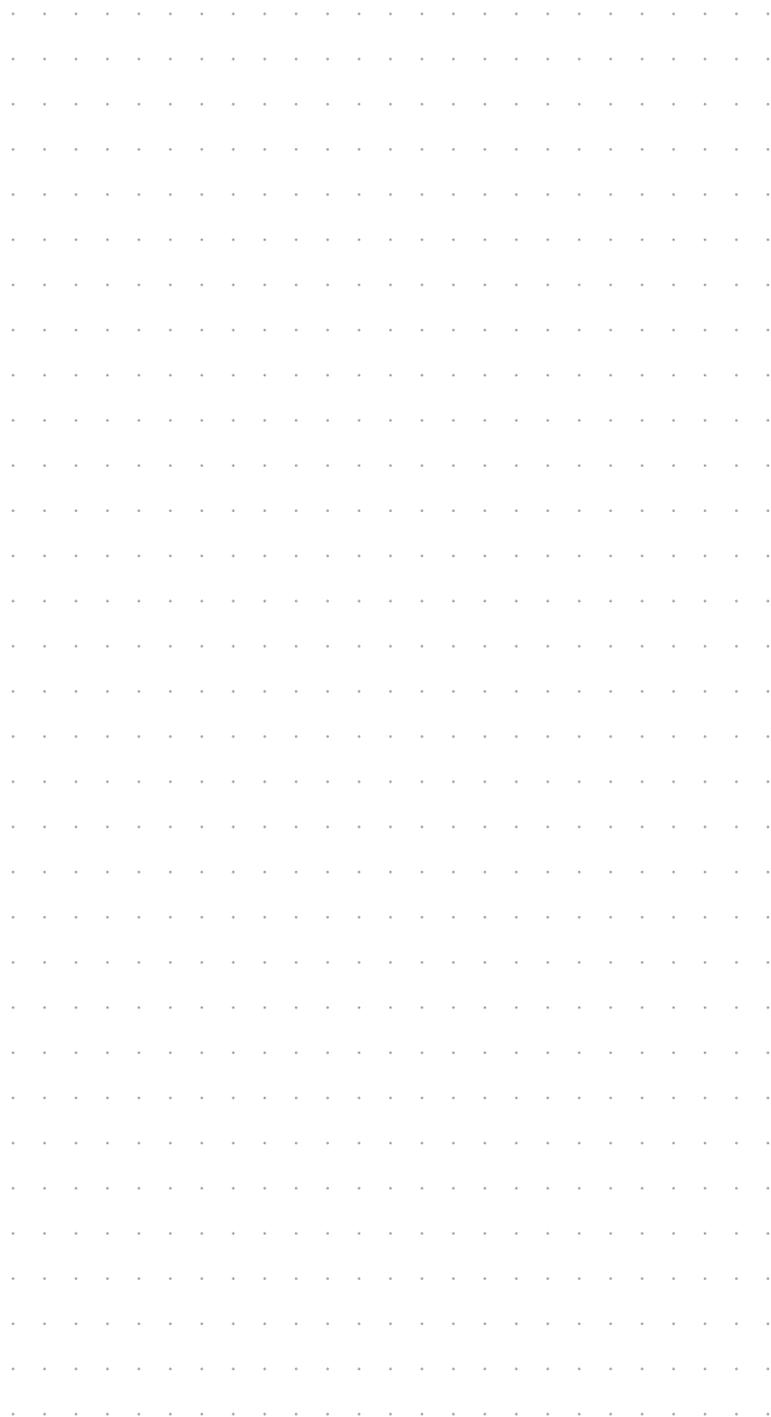
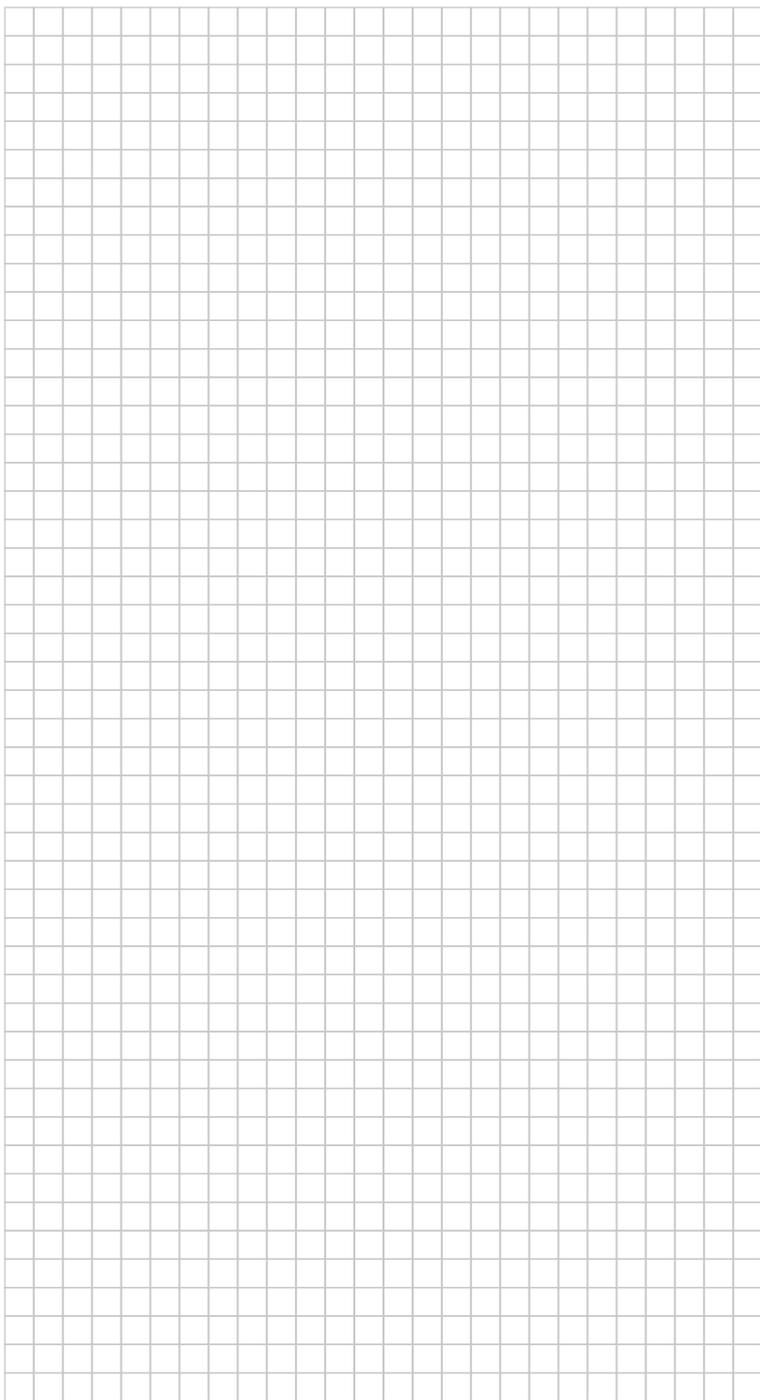


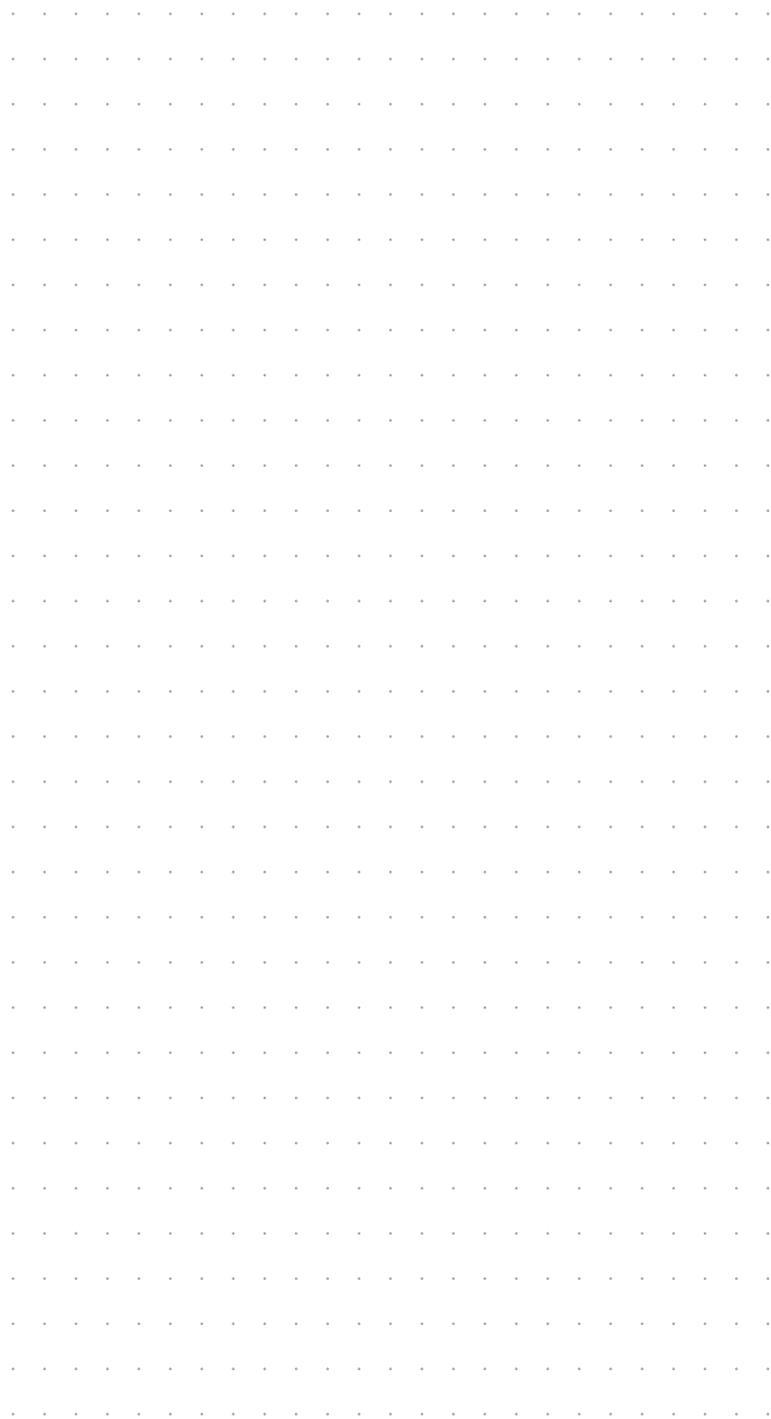
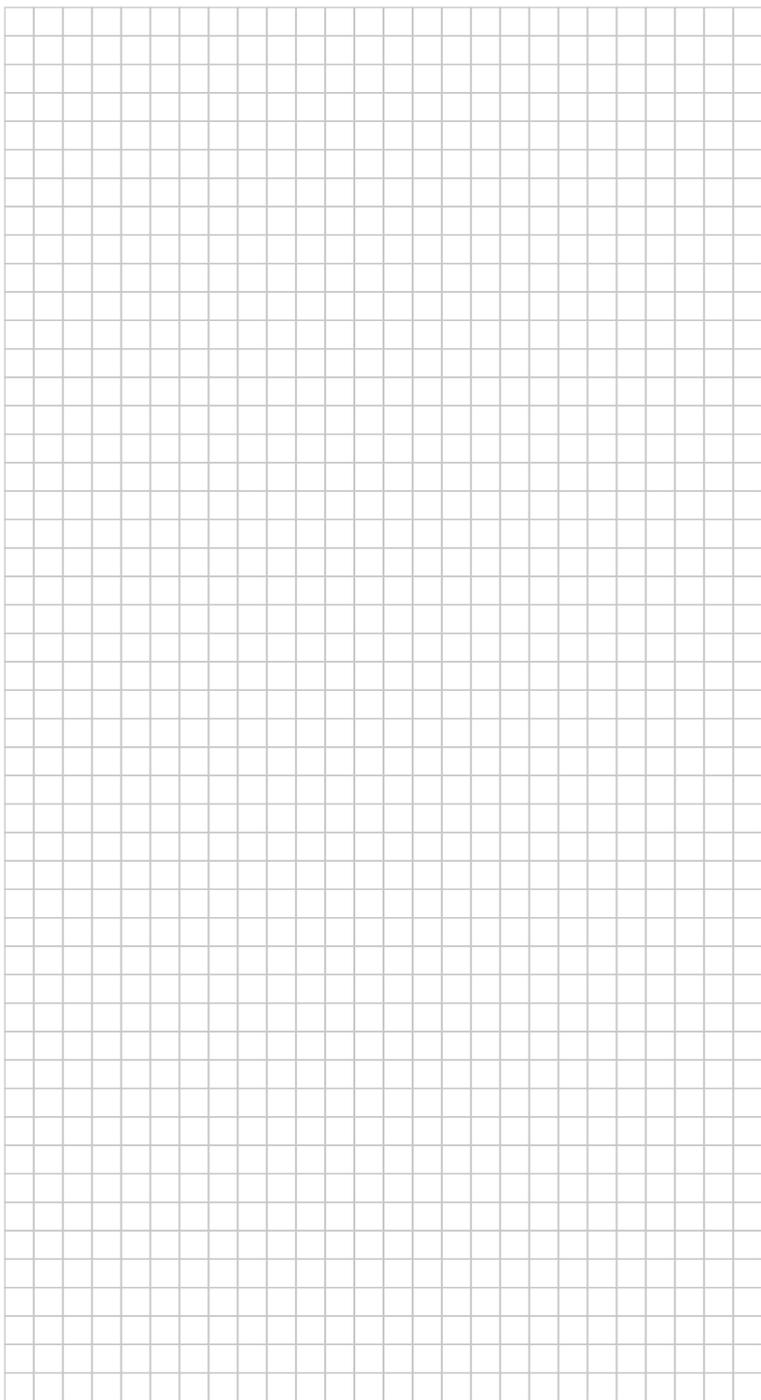


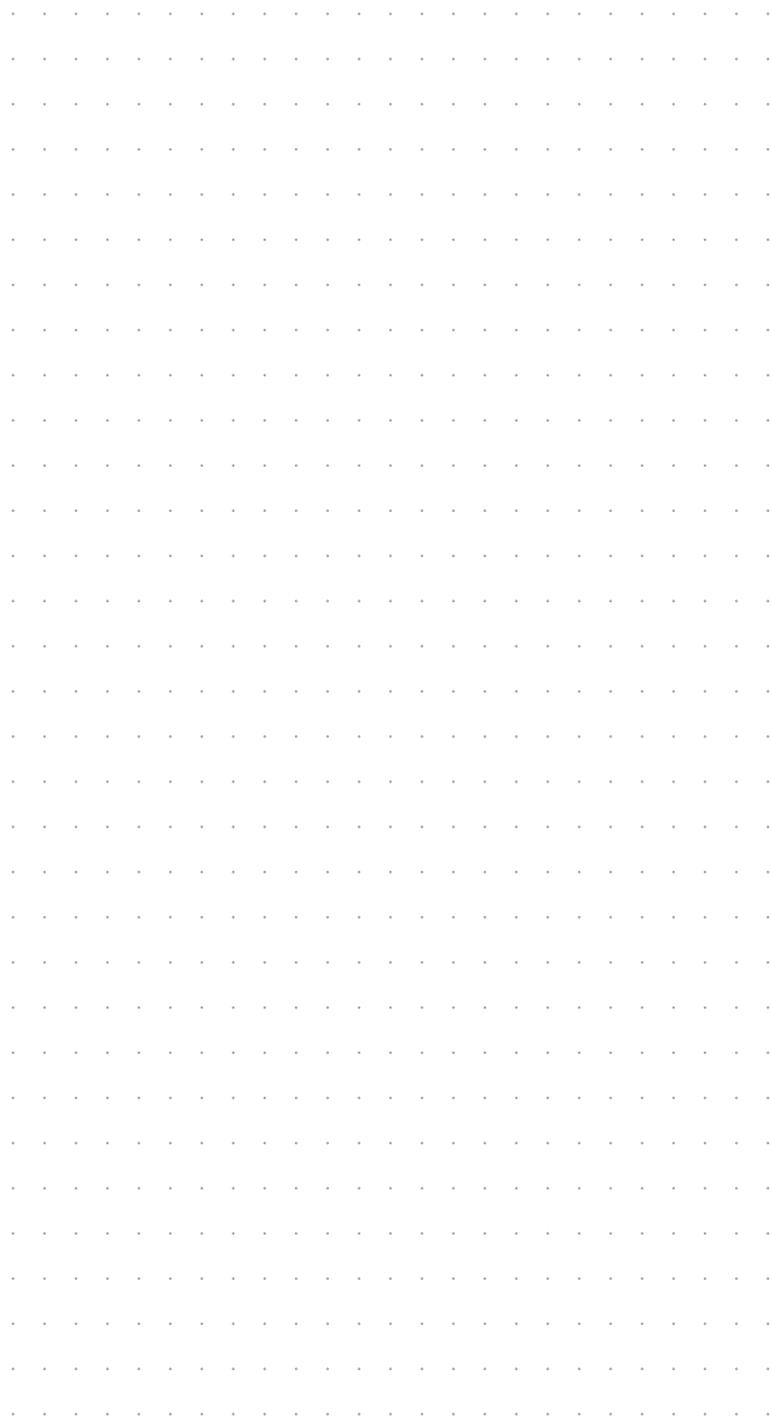
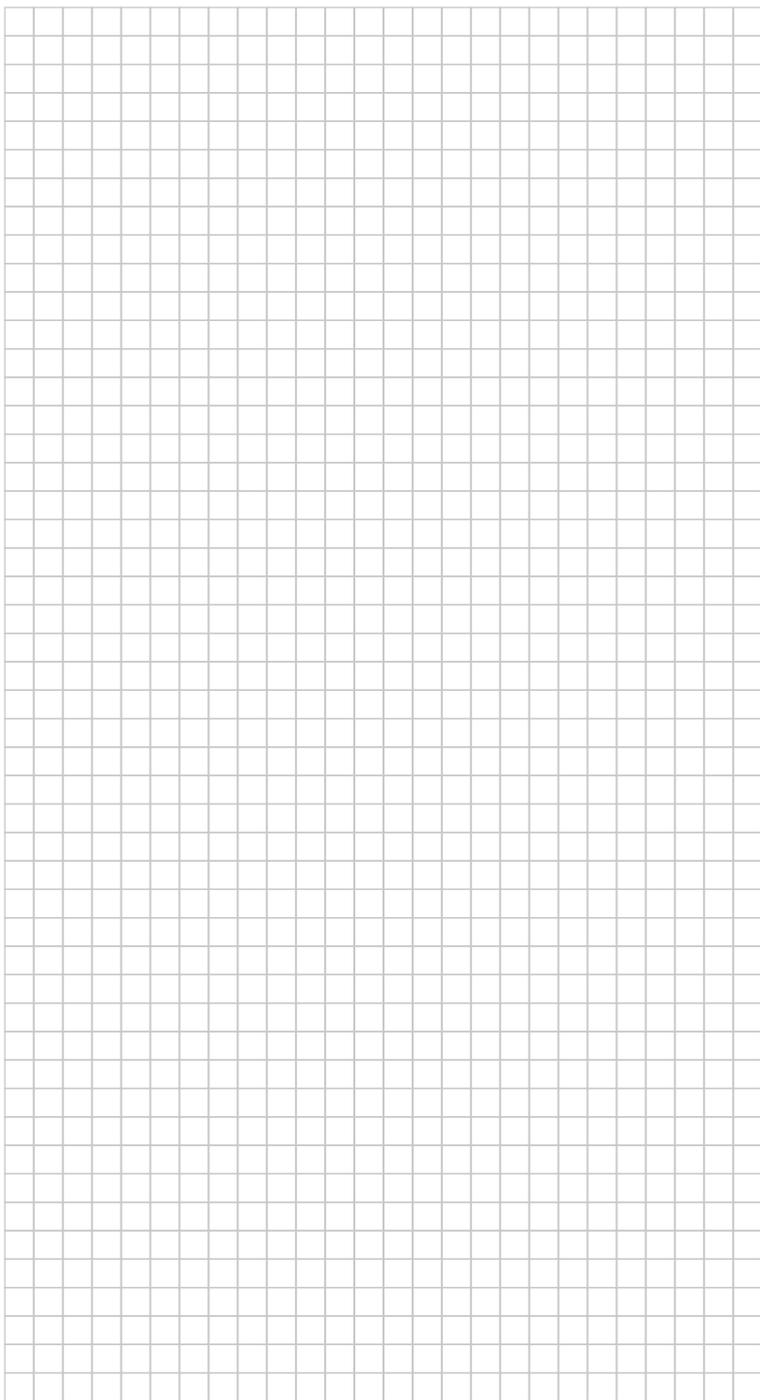


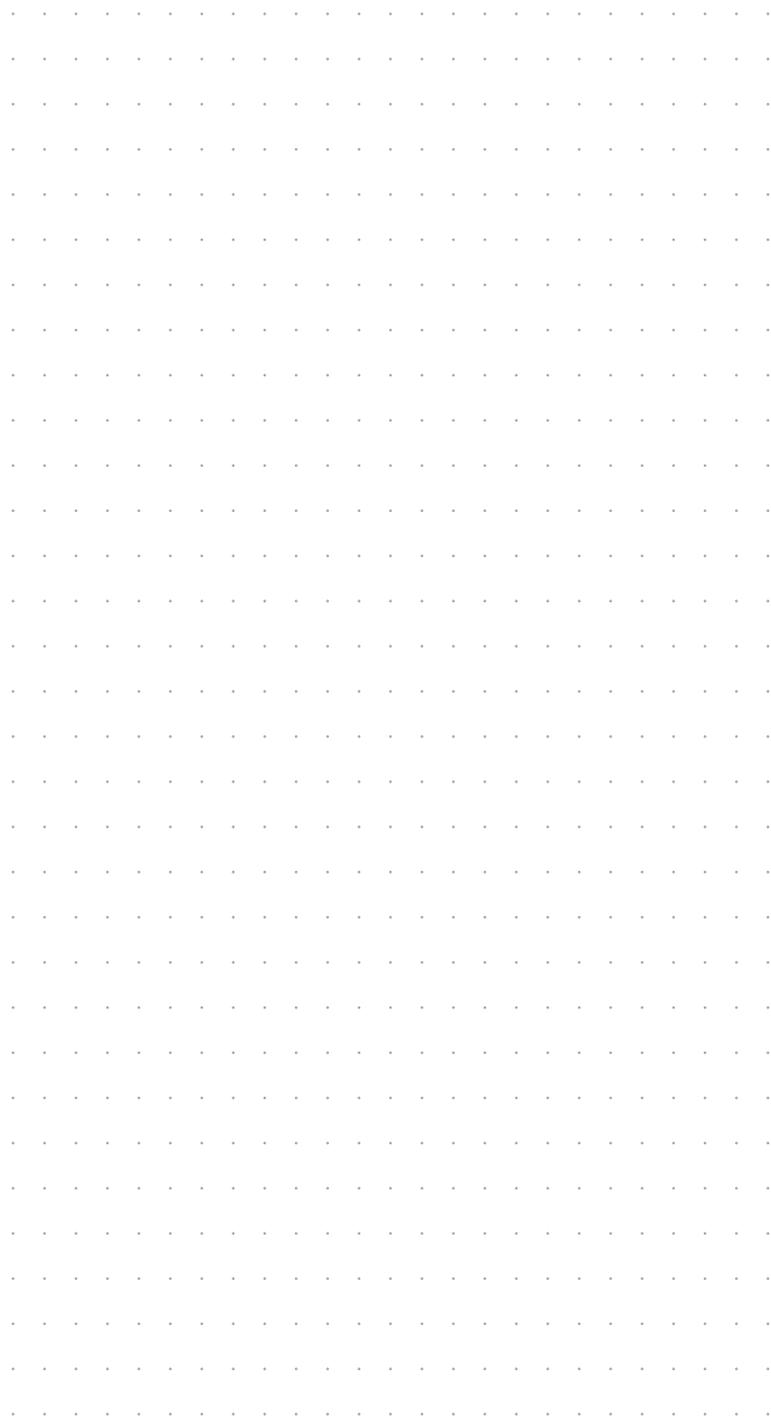
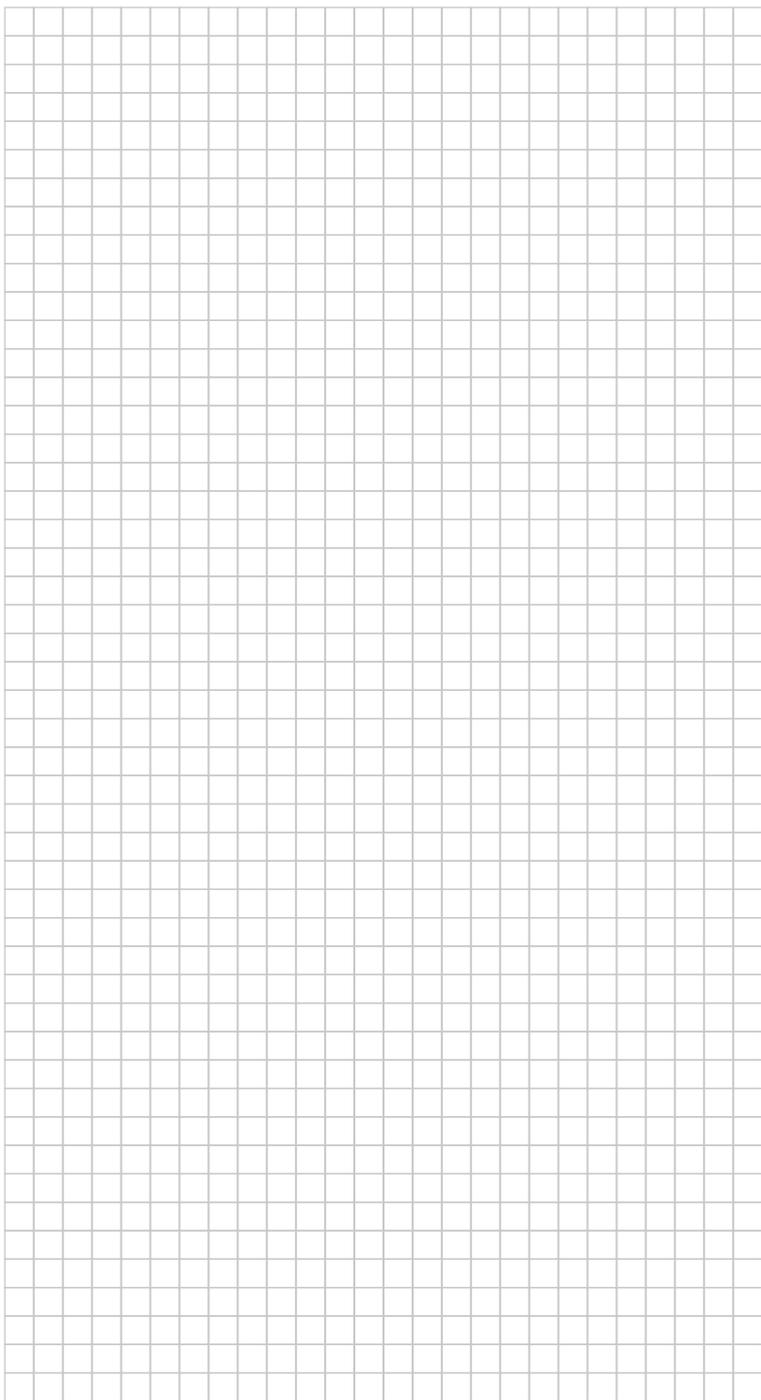


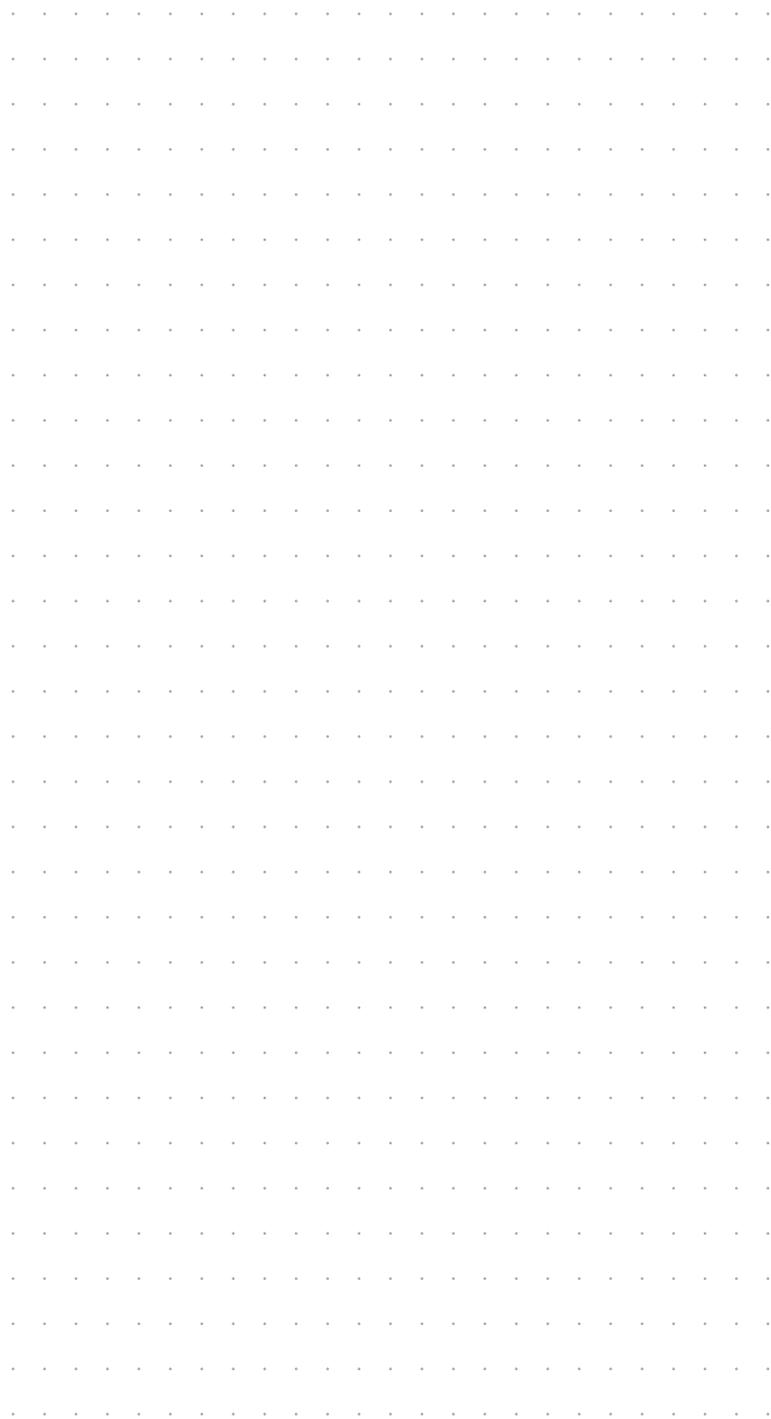
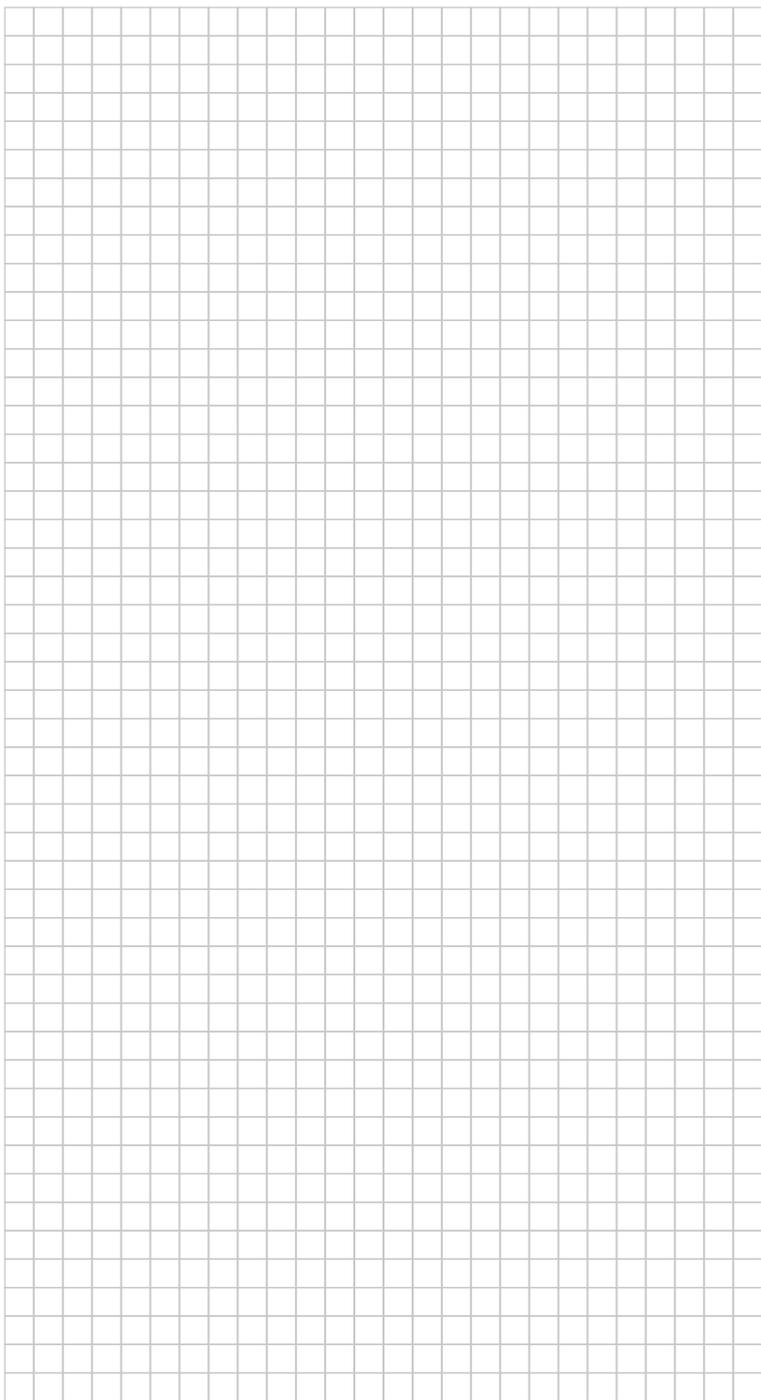


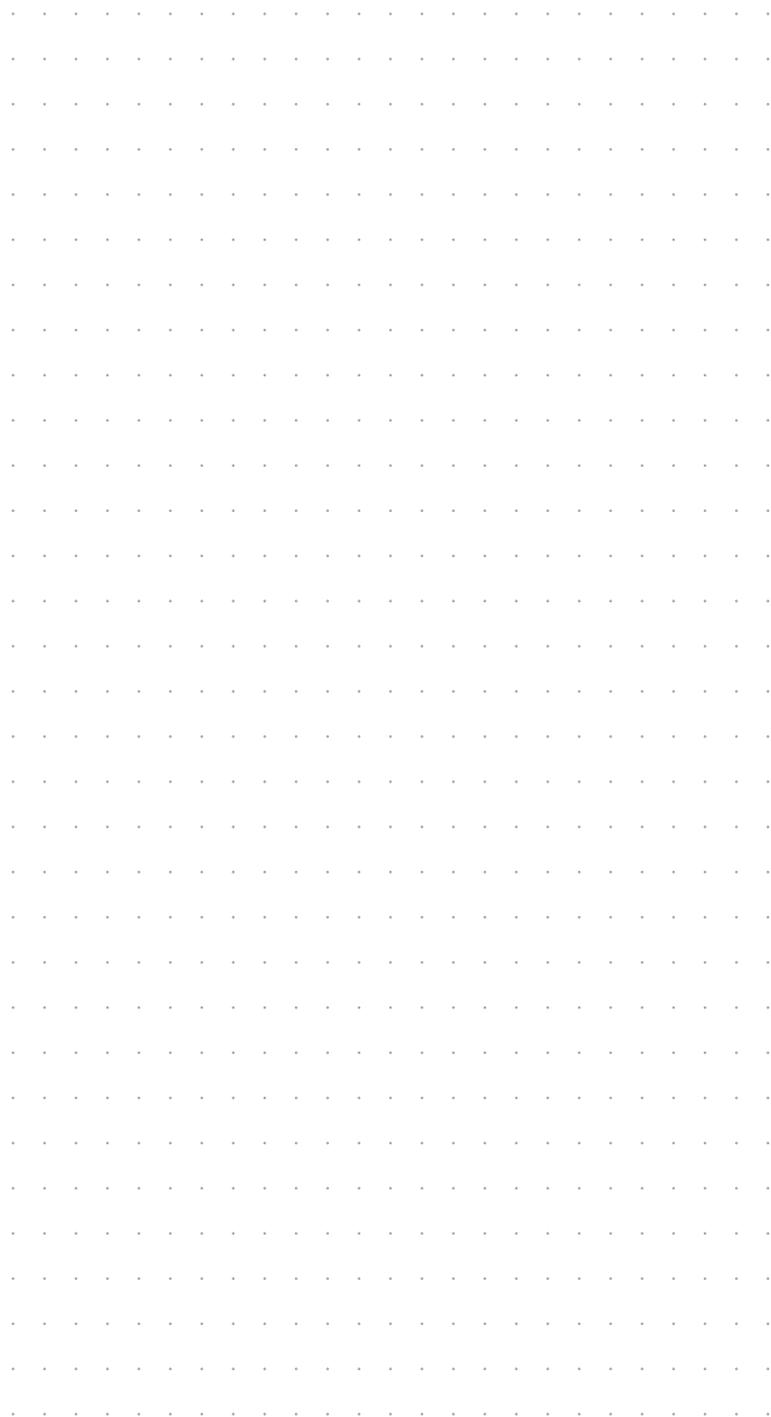
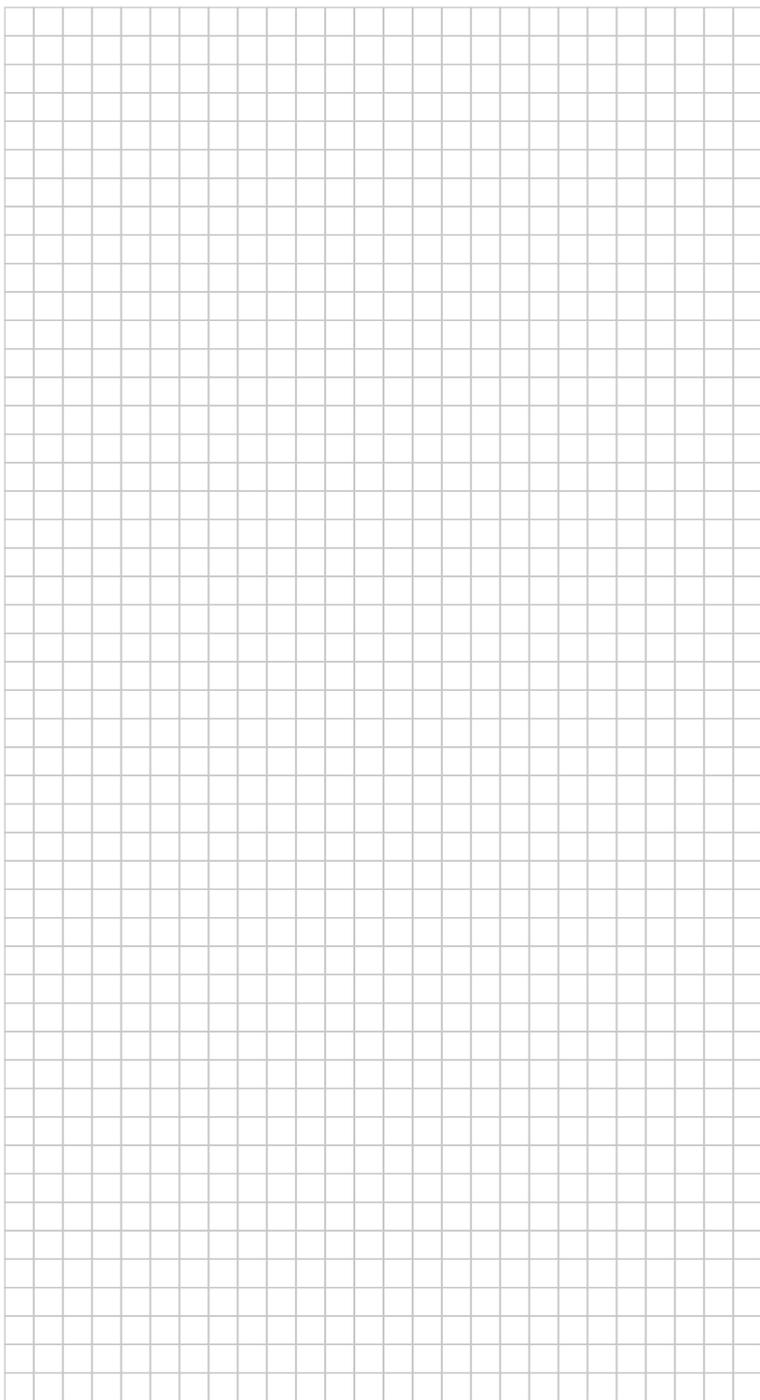


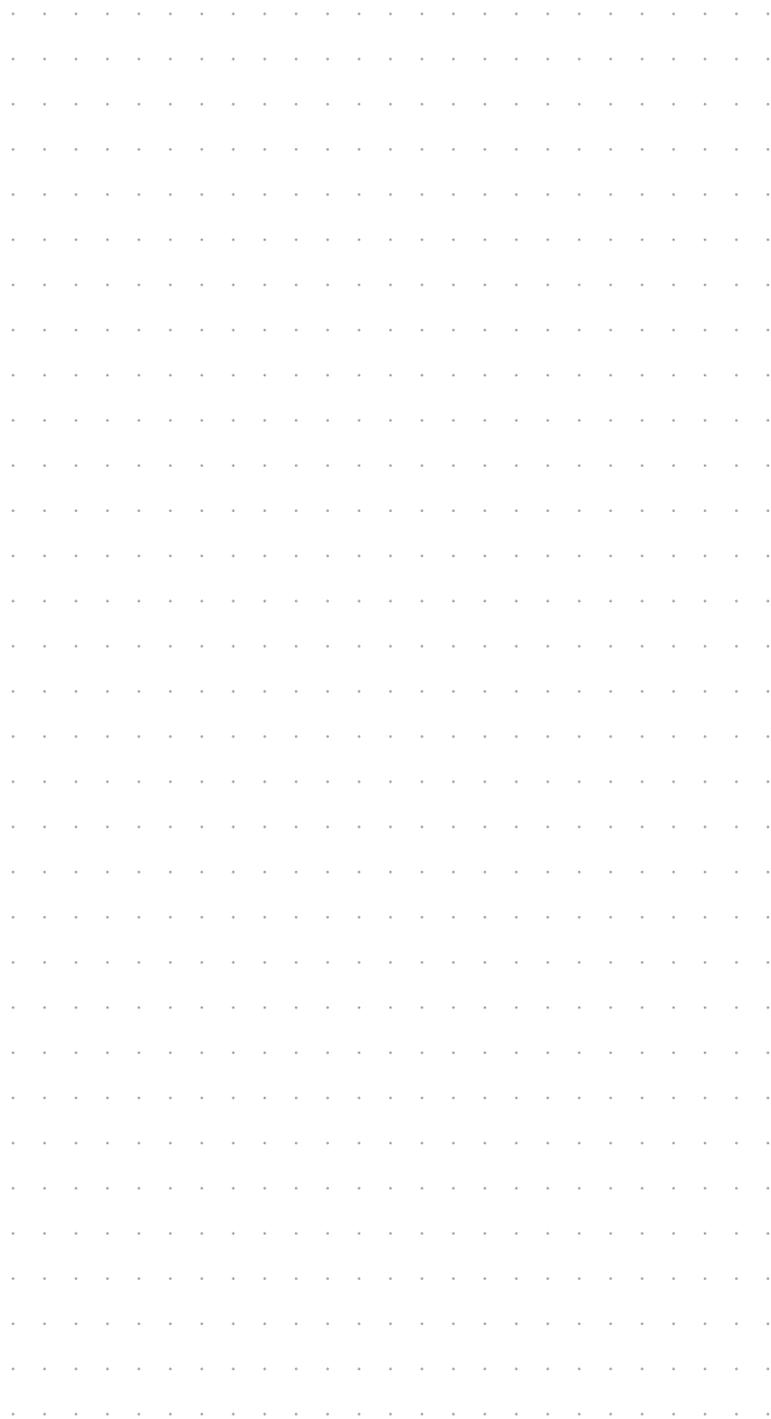
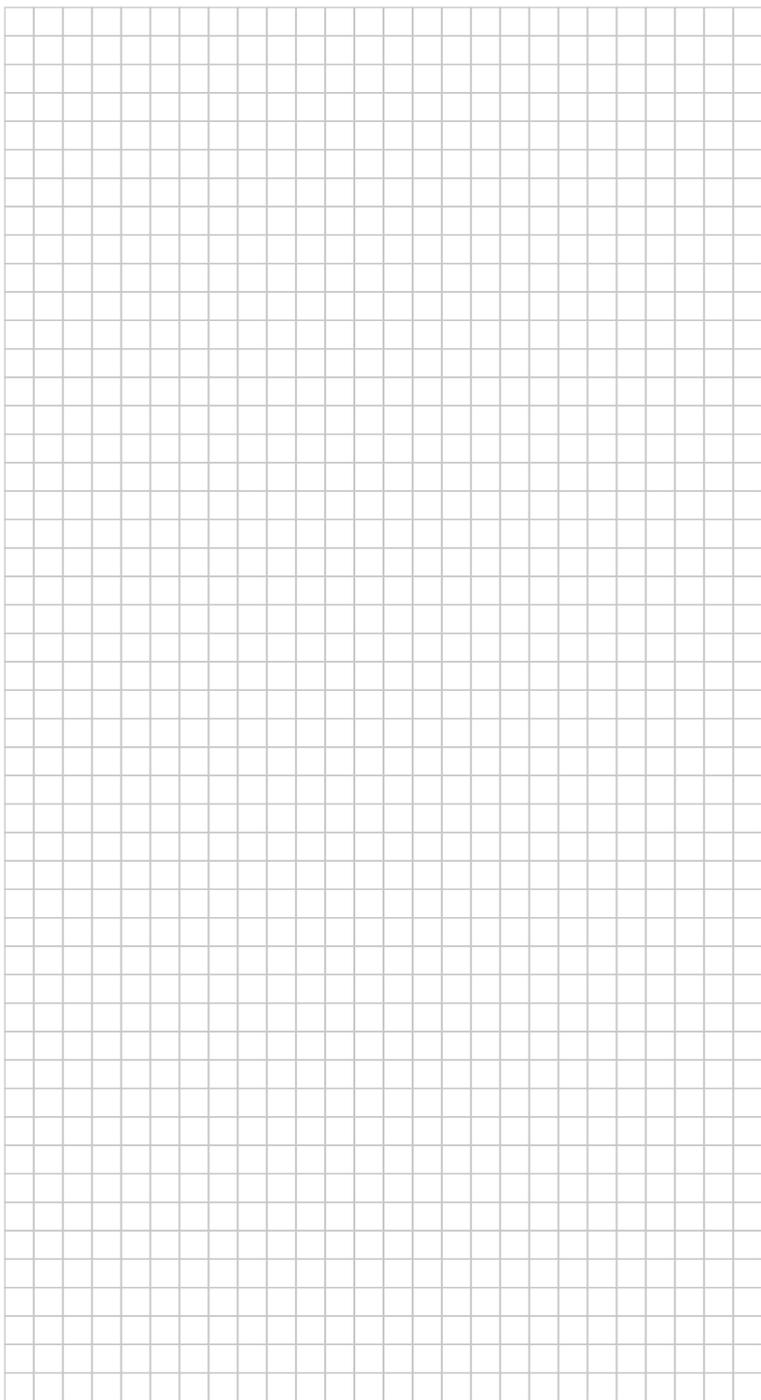


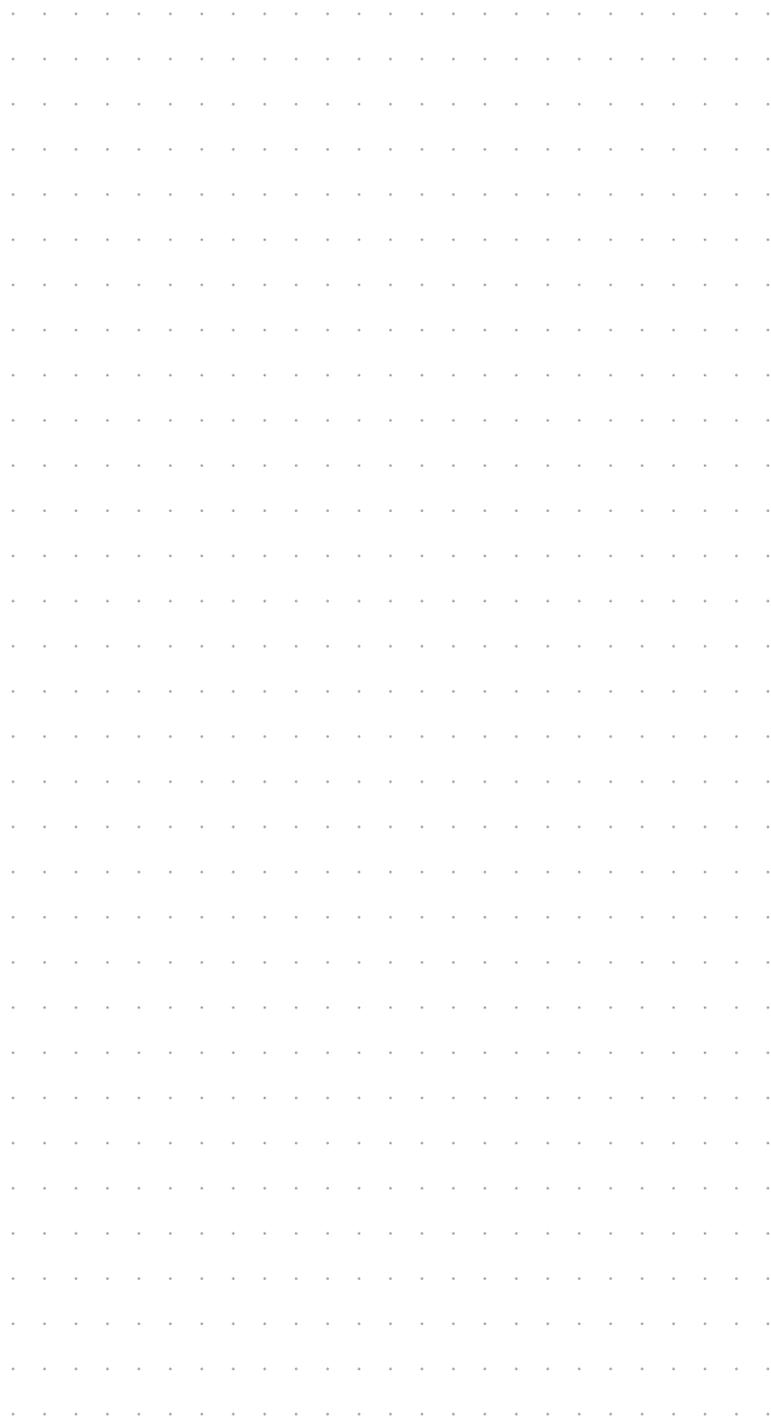
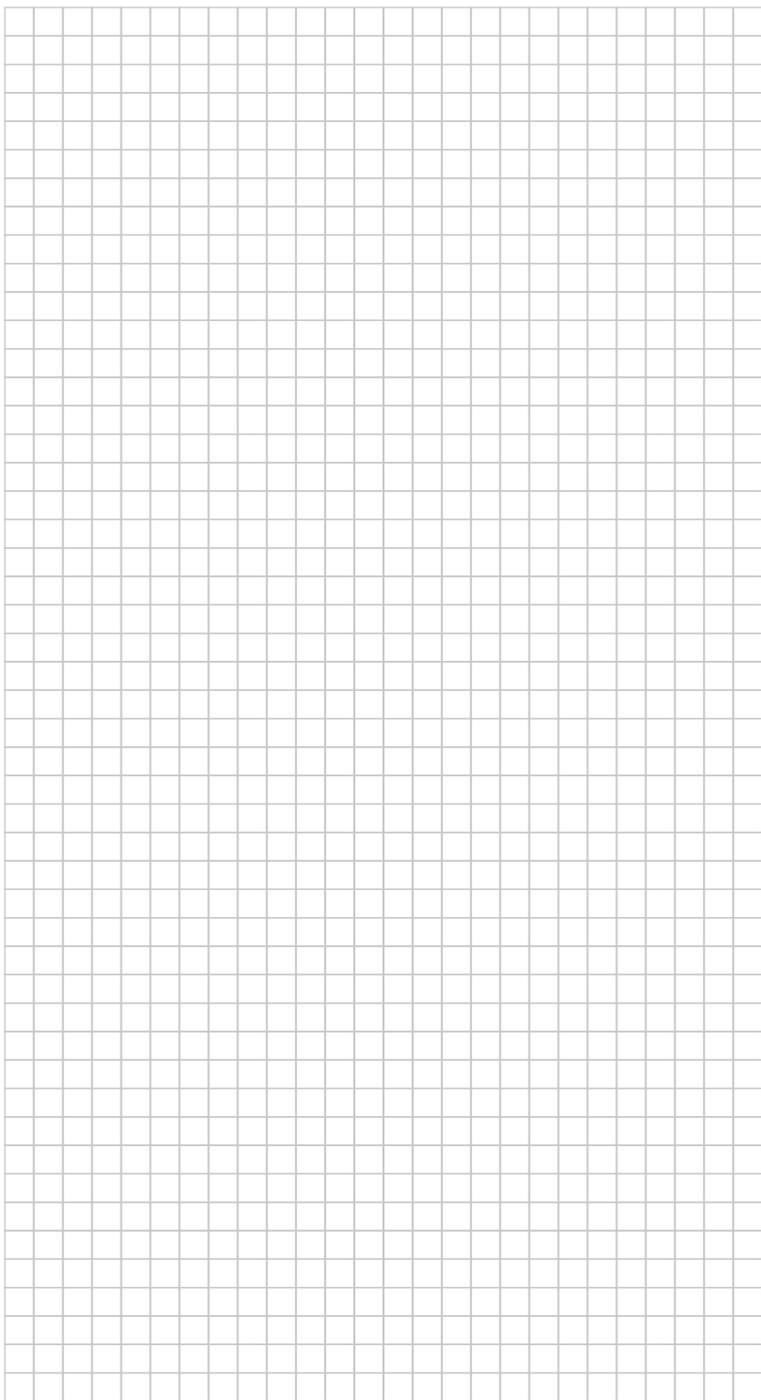


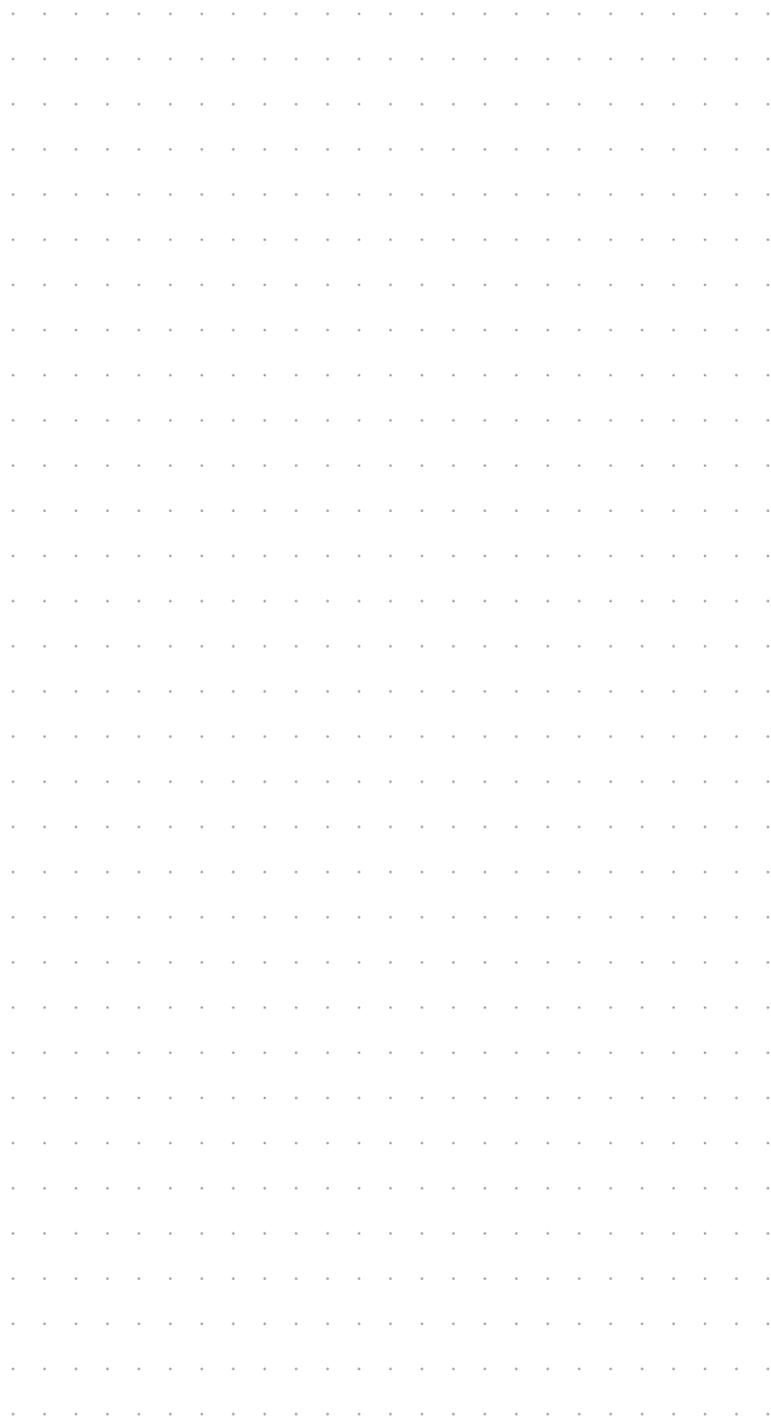
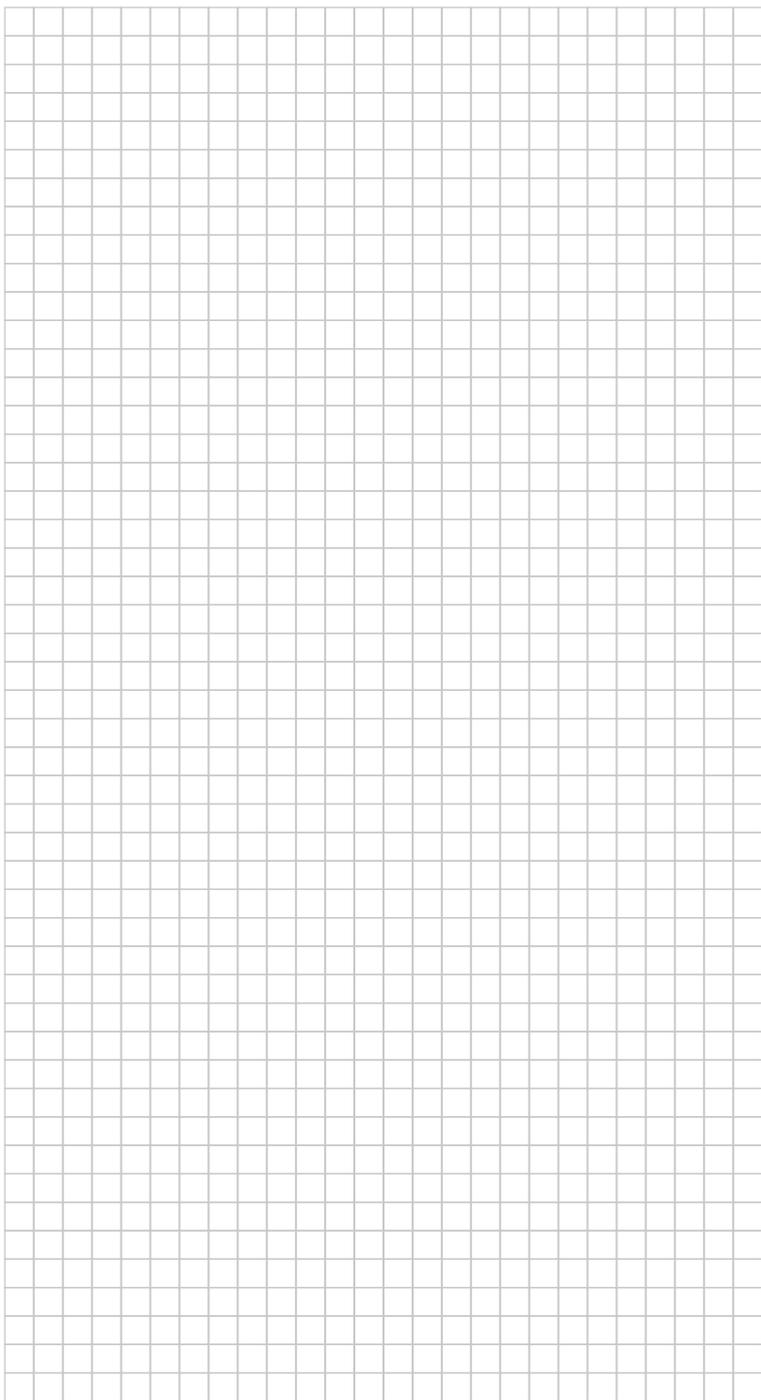














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