



PRACTICAL SHEET

Organise an event

EQAMOB partners are aware that parties involved are not necessarily marketing experts. For this purpose, some practical sheets have been realised to support, by giving key advices and recommendations.

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- **Key points on the organisation**

- ✓ Create an organisation committee (subdivided responsibilities)
- ✓ Determine the event type and targets (ex: peer learning for the EAS network, communication event for companies not yet involved, awarding event for a new labelled company, mobility coaches for involved actors)
- ✓ Define the budget
- ✓ Define the place (according to the number of people you want to invite)
- ✓ Define the date (avoid the school holiday period: check calendar for represented countries)
- ✓ Determine the event programme (schedule, speaker, identify some essential key points to tackle : may refer to EAS network and hosting-sending companies)
Speakers : identify possible speakers, draw up shortlist, invite and confirm speakers, obtain session abstracts
- ✓ Create a presentation, circulate it around speakers
- ✓ Have an organisation book (or retro planning): register weekly every operation mentioning who is in charge and critical dates (task-sharing and control coordination to reduce the unexpected)
- ✓ Communicate the event whatever the event type, it is essential to make it known (create and send out press release, feed Twitter and Facebook, publish an article within the newsletter, etc.)



- **Invite participants and confirm their attendance**

- ✓ Most convenient is to create via emailing: simple – fast and low-priced
- ✓ Emailing content : e-mail subject (specify “invitation”) - date – place – start time - programme – instruction to get on place – eventually a list of hotels for foreign participants – contact details in case
- ✓ Insert a landing page for participants to confirm their attendance
- ✓ Personalize your text “Dear + name”
- ✓ Send a confirmation email

- **About day D:**

- ✓ Planning book with event shape : must be very precise with schedule, person in charge (every telephone number), attendance list, suppliers (who, when, what, contact in case)
- ✓ Specific signage is in place for easy access : do not forget parking, interior and exterior signage
- ✓ Memorandum: welcome – sign-off sheets - cloakroom (some foreign partners may have suitcase)
- ✓ Take pictures for the report + collect attendees impression/opinion
- ✓ Get documentation to distribute (if necessary) : manifesto, leaflet, questionnaire to participants (for awarding event : certificate + giant certificate for picture)



- **After the event**

- ✓ Send a thank-you email to attendees (may include an event report)
- ✓ Thanks speakers and offer feedback/ ask for feedback if required
- ✓ Create the conference report and send it to partners
- ✓ May create another conference report (shorter) that will be published within the next newsletter or sent to press