

Events Management Buyer's Guide



At Curzon, we do more than manage conferences and exhibitions, we create thought-provoking, and agenda-changing events.



This document is designed to provide prospective clients with a short guide to event management. It outlines the thought process behind event management, how event management can benefit your brand, the process itself, and the deliverables and timelines involved.



What is Event Management

What is Event Management



- Event management is creation and delivery of an event project using expertise, as well as creative and technical skills. It involves strong knowledge of a brand and its target audiences, and the creation of an event concept to ensure maximum engagement, resulting in increased influence.
- We handle all aspects of an event, including venue search, supplier liaison, logistics and guest list management. We will also provide a team at the event to ensure it goes exactly as planned.
- We organise several types of events:
 1. Seminars and conferences
 2. Press briefings
 3. Stakeholder briefings
 4. Fairs
 5. Exhibitions





How does Event Management
benefit your brand?

How does Event Management benefit your brand?



These are the benefits of using our professional event management services:

I. Professional end-to-end execution:

- We will handle your event from start to finish – from planning through to staging it.
- We generate creative ideas that are tailored to suit your brand and the goals of your event.
- Whilst planning for the best, we always build in contingency arrangements to ensure the event goes as smoothly as it possibly can.





2. Saving you valuable time and checking legalities:

- Managing an event involving multiple suppliers, people and logistics requires professionalism, efficiency and experience – which we have accumulated over many years.
- Having an agency manage your event means peace of mind – there is only one organisation for you to communicate with – us – to ensure the event's smooth running. This allows your team to stay focused on the things they are the best at and not be tied up in tasks with which may be unfamiliar.
- Curzon PR has relationships with event venues and suppliers to successfully negotiate prices and payment terms on your behalf.
- We will keep you fully informed of any and all health, safety and/or legal requirements you would have to meet.



How does Event Management benefit your brand?



3. Access to our insider knowledge, skills and expertise:

- We have the expertise to know what hidden costs to look for from the venue and suppliers.
- We will check the contract clauses, as well as the terms and conditions on your behalf, flagging up any concerns to you before asking you to sign any venue or supplier contracts.





4. Remain stress-free:

- We are there to ensure that the planning, preparation and delivery of your event is smooth, allowing you to relax and enjoy the event to the fullest.
- We are ready to tackle unexpected situations that may arise, thanks to our long-standing experience.
- We will be on standby throughout to manage any contingencies that crop up before the event or on the day itself.



How does Event Management benefit your brand?



5. Access to our insider knowledge, skills and expertise:

- We will handle your event from start to finish – from planning through to staging it.
- We generate creative ideas that are tailored to suit your brand and the goals of your event.
- Whilst planning for the best, we always build in contingency arrangements to ensure the event goes as smoothly as it possibly can.





6. Programmes tailored for your target audience:

- We ensure the event is tailored perfectly to your target audience and, from a timing perspective, that it doesn't conflict with any similar events being held by your competitors.
- We research and reach out to relevant speakers and guests through our guest list management service.





7. Post-event analysis:

- It is important to analyse the success of your event by looking at its goals and what was achieved.
- We will carry out a detailed analysis for your records that can be used as a placeholder when planning your next event. We do this by looking at what could have been done better or differently.





8. Media Coverage:

- You may be looking at gaining a wider audience through media coverage for your event. If so, it is important to monitor which media outlets wish to attend and/or end up covering your event.
- We offer Media Relations service that handles all aspects of the media coverage surrounding your event.
- It is important to send out any press releases and media advisories several weeks in advance of the event, as well as making sure you have invited the right media and provided sufficient response times.
- Media coverage helps build knowledge and trust about your brand and event.





9. Loyalty

This is an event management key performance indicator (KPI) we recommend, as it is important to monitor who is attending your events. Loyalty in this sense refers to guests who conform to one or more of the following:

- They have attended multiple events.
- They have brought guests.
- They have participated in pre-event activities, such as social media contests.
- They have provided user-generated content.





The Process, Stages and Timelines

The Process, Stages and Timelines



Month One: Brief, Research and Planning

- We will ask you for a brief on your event - the type of event you would like to hold, when you would like to hold it, what you would like to achieve from your event and your budget scope.
- We will then research on the event, analysing what your competitors have done and generating creative ideas to make your event impactful and effective.
- We will provide you with recommended event concepts, with examples of possible venues and themes.



The Process, Stages and Timelines



Month Two: Execution of plan and Supplier liaison

- We will create an event plan, with indicative costs. We will then reach out to the relevant suppliers (usually three per service required), allowing you to decide which suppliers you wish to use, based on their availability, proficiency and value for money.
- This allows us to provide a firm indication of the final costs. We will check any contracts sent by the suppliers, flagging up any concerns and/or key contractual clauses.



The Process, Stages and Timelines



Month Three: Finalisation of event details, Invitation, Guest list management and Event attendance

- We will finalise the details of the event with all suppliers, making sure they liaise fully with our team on the ground. We will finalise your invitation design (if you have contracted us to do this) and send it out to the curated guest list we will have sent you already for approval.
- We will then collect the RSVPs updating you on the numbers that are confirmed to attend.
- We will be on-site at your event from set-up to dismantling - ensuring it is successful from start to finish.





How do we measure Success?

How do we measure Success?



Whether your main objective is to increase brand awareness, maximise revenue or delight attendees, this list will help you define your version of 'event success'.

1. Number of attendees:

- We will then collect the RSVPs updating you on the numbers that are confirmed to attend.
- We will be on-site at your event from set-up to dismantling - ensuring it is successful from start to finish.

2. Speaker engagement:

- It is vital your speaker is relevant to your event and that their talk is pertinent to the audience.
- It is important to provide ways for attendees to interact with, and respond to, the speaker via questions or survey responses after his/her speech.



How do we measure Success?



3. Attendee satisfaction survey:

- This is the most immediate way of knowing if attendees enjoyed the event.
- Survey responses are helpful in understanding attendee satisfaction and ensuring that future events meet or exceed their expectations.
- It is important to ask appropriate questions, such as:
 - a. What was it you enjoyed about the event?
 - b. Did you feel the speaker/s effectively delivered their message/s?
 - c. What do you feel was missing, if anything?
 - d. After this event, are you more or less likely to attend the next one?



How do we measure Success?



4. Social media engagement:

- It is a given that your brand will be active on social media, especially on the days leading up to the event.
- When attendees react to a post, through a 'share', 'like', re-tweet or repost, it broadens your social media reach.
- Post-event, it is important that the posting is continued, as it will give you an indication of how the event resonated with the attendees.
- It is important to thank all those who attended. This helps to ensure they attend your next event, interact with your brand and share their experience with their network, thus increasing your audience.



How do we measure Success?



5. Revenue

Assuming the purpose of your event is to create brand awareness and broaden your customer base, it is important to measure:

- Anticipated cost vs. actual cost.
- Anticipated revenue vs. actual revenue.
- Actual cost vs. actual revenue.

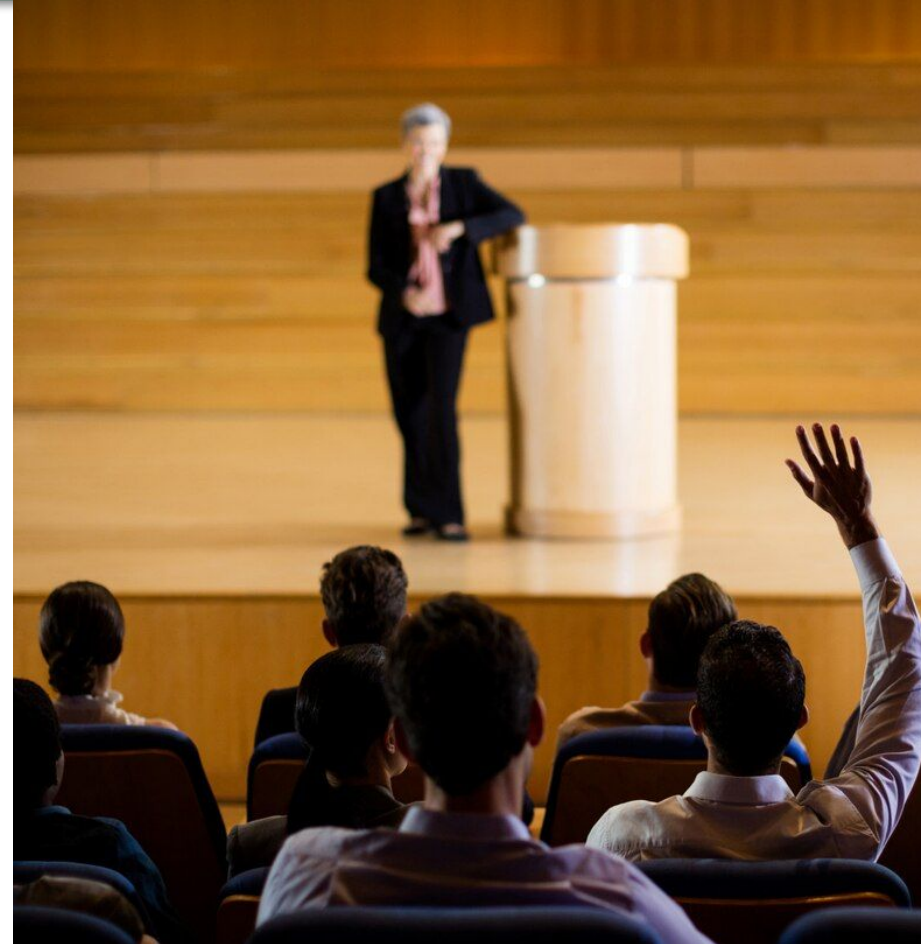


CURZON
CONNECTING WORLDS

Deliverables



- Event Ideas
- Venue options
- Supplier options
- Event plan
- Flow plan
- Curzon team present at event
- Event analysis and end-of-project report



CURZON
CONNECTING WORLDS

What is the cost?

What is the Cost?



All our projects are bespoke and priced accordingly.

To get further information please contact us at info@curzonpr.com

www.curzonpr.com