EVENT DESIGN

Dr. Mohd Hanizun Hanafi
Definition of Event

• Event - noun
• /ɪˈvent/ n [C]

• anything that happens, especially something important or unusual

• This year's Olympic Games will be the biggest ever sporting event.
• Susannah's party was the social event of the year.
• The police are trying to determine the series of events that led up to the murder.

http://dictionary.cambridge.org/dictionary/british/event
(Online Cambridge Advanced Learner's Dictionary)
Definition of Design

• Design verb ( PLAN )
• /dɪˈzaɪn/ v

• [I or T] to make or draw plans for something, for example clothes or buildings
• Who designed this building/dress/furniture?
• This range of clothing is specially designed for shorter women.

http://dictionary.cambridge.org/dictionary/british/event
(Online Cambridge Advanced Learner's Dictionary)
Definition of **Event Design**

- **event design** was not found

  [http://dictionary.cambridge.org/dictionary/british/event](http://dictionary.cambridge.org/dictionary/british/event)  
  *(Online Cambridge Advanced Learner's Dictionary)*

  The word you've entered isn't in the dictionary.

  [http://www.merriam-webster.com/dictionary/event+design?show=0&t=1285046566](http://www.merriam-webster.com/dictionary/event+design?show=0&t=1285046566)  
  *(Online Merriam-Webster Dictionary)*
Definition of Event Design

Event

Anything that happens, especially something important or unusual

Design

To make or draw plans for something important or unusual
Definition of **Strategic**

- **strategic adjective**
- /strəti.dʒɪk/ adj

- **helping to achieve a plan**, for example in business or politics
  - strategic planning
  - a strategic withdrawal/advance
  - Their bombs are always placed in strategic **positions** to cause as much chaos as possible.

---

http://dictionary.cambridge.org/dictionary/british/event

(Online Cambridge Advanced Learner's Dictionary)
Definition of **Strategic Event Design**

*Helping to effectively make or draw plans for something important or unusual*
Strategic Event Design

Keys to Success
Strategic Event Design

Keys to Success

Goals & Objectives
Event Team
Vision
Communication
Strategic Planning & Execution

= Success!
Strategic Event Design

Keys to Success

Goals & Objectives

Event Team

Communication

Strategic Planning & Execution

+  

= Success!
 EVENT GOAL

- $ Direct Fundraising
- Organization Business Goal
- Donor Recruitment
- Volunteer Recruitment
- Donor Recognition
- Volunteer Recognition
- Client Recognition
- Building Client Base
Let's Get Strategic!
Strategic Event Design

Keys to Success

Goals & Objectives + Event Team + Communication = Strategic Planning & Execution = Success!
Build A Successful Event Team

- Create a Team Charter to Keep Your Team on Track

- Prioritize and clearly define goals & objectives
- Outline Team roles, responsibilities and boundaries
- Identify Sub-Teams within your overall event structure
- The same folks may serve in different team roles, at different times.
- Communication methods, meeting schedule and expectations outlined
Identify Key Sub-Teams for your Event

- Strategy Team
- Planning Team
- Communications Team
- Operations and Onsite Team

Might be the same folks wearing different hats in the project planning process.
Core Strategy Team

- Defines & communicates event goal and objectives in writing
- Identifies stakeholders and the objectives of each
- Creates the event vision
- Creates the Team charter
- Reviews and approves event budget
- Addresses challenges and priority conflicts
- Addresses needs for Team resources and support
- Leads All Team debrief after the event
- Recognizes and celebrates all Event Team members
Planning Team

- Develops Overall Event Plan Timeline and Plan
- Plans All Event Elements based on Goals & Objectives
- Identifies and Partners with Event Vendors
- Manages Event Budget
- Prepares Briefing for All Event Team Members
- Identifies Onsite Operations Team Roles & Responsibilities
Communications Team

- Develops Event Communications Plan Based on Goals & Objectives
- Translates Goals and Key Messaging into Printed/Electronic Materials
- Identifies Opportunities to Deliver Event Messaging
- Keeps Event Communications in Perspective with Overall Org. Plan
- May handle your RSVP / Registration for the Event
Event Operations Team

- Is onsite Team Lead for participants and other teams onsite
- Prepares Final Run of Show, Production Schedule, Script and communicates to onsite Team partners – incl. vendors, banquets, etc.
- Onsite execution of event plan, contingency /safety plans as needed
- Meets vendors onsite for set-up and delivery
- Manages onsite load in and set-up of all décor, awards and equipment
- Manages seating set-up & is onsite contact for venue and banquet staff
- Manages stage set-up and serves as stage manager during event
- Coordinates onsite registration, greeter and stage manager teams
Strategic Event Design

Keys to Success

Goals & Objectives
Event Team

Vision

Communication

Strategic Planning & Execution

= Success!
Developing The Vision

What will participants experience?

• When they receive the invitation to our event and RSVP?
• When they arrive and park?
• When they walk in?
• When they go through registration/check in?
• When they walk into the event main room?
• When they eat and drink?
• When they experience the program?
• When they participate in an auction or other event element?
• When they exit?
• After the event is over?
Write your vision down in detail. Tell it as a story.
Strategic Event Design

Keys to Success

Goals & Objectives
Event Team
Vision

+ Communication

Strategic Planning & Execution

= Success!
Event Team Communication Tools:
The Way you Communicate your Vision, Goals & Objectives

- ✅ Goals and Objectives Outline
- ✅ Team member roles and responsibilities
- ✅ Event Plan
- ✅ Timeline
- ✅ Budget
- ✅ Run of Show and/or Technical Production Schedule
- ✅ Script
- ✅ Briefing Report
- ✅ Lessons Learned
Strategic Event Design

Keys to Success

Goals & Objectives
Event Team
Vision
Communication

+ Strategic Planning & Execution

= Success!
Contingency and crisis decisions are made based on event goal and objectives in the framework of safety, liability, budget, timing and degree of impact.

- Build contingency into your timeline and onsite plans.
- Make a PLAN B while you are making PLAN A.

### Contingency Planning

<table>
<thead>
<tr>
<th>EVENT ELEMENT</th>
<th>PLAN A</th>
<th>RISK</th>
<th>PLAN B</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPEAKER</td>
<td></td>
<td>Canceled</td>
<td></td>
</tr>
<tr>
<td>VENUE</td>
<td></td>
<td>Construction</td>
<td></td>
</tr>
<tr>
<td>ENTERTAINMENT</td>
<td></td>
<td>Not Available</td>
<td></td>
</tr>
<tr>
<td>TRANSPORTATION</td>
<td></td>
<td>Traffic</td>
<td></td>
</tr>
<tr>
<td>FAVORS/SWAG</td>
<td></td>
<td>Shipment Delayed</td>
<td></td>
</tr>
<tr>
<td>PHOTOGRAPHY</td>
<td></td>
<td>Bad lighting</td>
<td></td>
</tr>
<tr>
<td>ENVIRONMENT</td>
<td></td>
<td>Rain/ Cold</td>
<td></td>
</tr>
</tbody>
</table>
Event Program Elements

Venue

Event Goals, Objectives and Budget

Other Event Elements

Food & Beverage

Audio Visual

Decor
• How can we **connect with** and **engage** our participants and share our message?

* Event Program Elements
  * Registration • Reception • Dining • Tour
  * Presentation • Awards • Film • Performance • Networking
  * Participatory Elements
• What will participants learn, experience, reinforce, discover through their event experience?
• What is the call to action for today and the future.
• What do we want them to share with others after they leave the event?
• How can we share this message in ways other than a presentation?
• What event format best fits our program elements?
• How much time do we need?

- Luncheon • Breakfast • Formal Dinner
- Informal Dinner • Tour • Reception • Tea
- Sports Outing • Workshop • Seminar • Conference
Event Goals & Objectives

**Event Venue**

- Where does this program work best?
- What type of space and how much space do we need?
- Geographic area - How accessible is it?

- Indoor or Outdoor • Quiet or Vibrant
- Private Home/Business • Public Place • Hotel • Unique Venue
  Restaurant • Conference Center • Convention Center
  • On a Train • On a Boat
Event Goals & Objectives

Event Marketing

• How will we communicate our event message and program information to our audience and other stakeholders before, during and after the event?

  • Save the Date • Printed Invitation
  • Web • Ads • Signage • Newsletters • Photos
  • Press Releases • Personal Invitation • Registration Interface
Event Goals & Objectives

Food & Beverage

- Time of Day - MASLOW!
  - Energy Level

- Diverse Needs & Preferences
  - Options and Concerns
- Brand Opportunities or Conflicts
  - Food Service Timing
- Effects on Event Environment - Sound, Smell, Visual
Event Goals & Objectives

Entertainment

- Energy Level
- Presence and Sound Level
- Combine Entertainment and Messaging

- CD Music • DJ • Live Musicians • Characters • Dancers
  - Children's Performances • Client Performances
- Theme Based • Participatory Options • Film • Games
  - Raffle and Door Prizes
Decor

- Transforms the Space and Sets the Mood
- An Opportunity for Messaging
  - Lighting

- Smell • Color • Touch • Temperature
- Furniture • Size • Images • Formal or Informal • Recyclable • Reusable • Themed • Interactive
What is required to make this program work?

**Venue, Program, Entertainment, Decor**

- What will be most effective to get our message across?
- What AV can enhance the other event elements?

- Sound • Screens • Video • PowerPoint
- Room Lighting • Spotlighting • Stage Lighting
Complete the planning checklist and ask of each element — how do our goals and objectives relate to this element.

How is this event element influenced by strategic decisions that the team has already made?

- Photography • Transportation • Awards • Prizes
- Security • Insurance
Follow the plan. It’s a good one!

Event Team and key staff, stakeholders are briefed & ready

Everyone knows the plan, including folks who join your team onsite who have not been involved in the planning process.

Everyone knows their roles and responsibilities

Use contingency when needed. You have already planned for it. As the Event Captain – this is your role as team leader. There should be no surprises in the way we make decisions about surprises.

GO TEAM!

Every member of your onsite team delivers your message and impacts the experience of your stakeholders. Are they prepared?
LESSONS LEARNED & REPORTING

✓ Event Team Debrief - ASAP! Especially Ops Team
✓ Did We Meet our Goals and Objectives?
✓ Stakeholder and Audience Feedback
✓ Capture All Lessons Learned and Ideas
✓ Review and distribute Lessons Learned report.
✓ Actually USE it next time and with upcoming events as needed
Strategic Event Design

Keys to Success

Goals & Objectives
Event Team
Vision
Communication
Strategic Planning & Execution

= Success!
• CELEBRATE!!
• **THE PHENOMENAL SUCCESS OF YOUR TEAM**

- Communicate the good news and the impact that your event and team made on your goal and mission.
- Thank all stakeholders who participated in the event planning, development or execution.
- Honor the vendors and partners who helped make it happen.
• Its ultimately about the stakeholder experience that you create with your event team during planning, execution and follow-up that impacts your mission and goals.
2012 Possibilities

- Asteroid/Meteor/Comet - *most predictable disaster*
- Coronal Mass Ejection (CME) from our Sun
- Magnetic Pole Shift
- Explosion from the black hole at the center of our galaxy
- Religious Apocalypse
- Alien Invasion
- Gamma Ray Burst (GRB)
- etc
Design Report for 2012?
Thank You