

**d**ynamic  
conferences & events

A quick guide to taking the stress out  
of Event Management



## A quick guide to taking the stress out of Event Management

Did you know that event management is the 5th most stressful occupation in the world, only ranking behind enlisted military personnel, firefighters, airline pilots and police officers?

This is not surprising when you consider the complexity of some events, coupled with having your clients and your bosses scrutinising the proceedings and you have just one opportunity to get it right! No wonder it feels stressful. But it doesn't have to!

At Dynamic Events, we help anyone tasked with running an event to produce a creative, inspirational event, designed to achieve the maximum return on investment possible. Our guide will point you in the right direction to reduce some of the stresses and strains commonly found in managing an event.

*Use this guide to help you overcome some of those issues.*

*We know your event depends on it.*



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## Cloud Collaboration

Try using a cloud collaboration tool. We use one here at Dynamic Events and it enables documents, budgets, speaker presentations, in fact anything, to be shared instantly.

Our clients and colleagues have 'real time' access to up to date budgets and running documents, a detailed historical trail of all changes to those documents meaning that they are always kept up to date with the latest information for any project.

On-site at an event the tool is priceless in terms of ensuring the correct, most up to date presentation is being used for every speaker.

Our collaboration tool includes a comprehensive timeline which prioritises tasks and goals.

## Budgets

Needless to say, a comprehensive, detailed budget will help to de-stress any event.

We think pressure to deliver an event within budget constraints is one of the top stresses.

To reduce some of the stresses, follow these simple rules:

Ensure your budget includes a summary of the entire event, a detailed cost sheet showing everything from the smallest item and an income summary. Doing this will confirm that the event can achieve your and/or your company's goals and will enable you to know what the implications of adding items to the budget are quickly and easily. Without this you will worry about every item of expenditure.

Always build in a healthy contingency to cover any unexpected costs when you are on-site, like a larger drinks bill than expected!

Update the budget regularly, this will help you to highlight problem areas and flag up a possible budget deficit before it is an issue, or to enhance the event with additional items if you have surplus funds to spend.

## Running Documents

We all hate the time involved in producing an on-site running document, but to seriously reduce your stress levels during your event make this as comprehensive as you can. Accompany it with a quick view task list so that your staff can see at a glance what their role is on any given day.

Include all members of your team and your suppliers and venue. Delegating can be difficult, but is an essential skill to learn. Clearly define what is expected of each staff member and when. But make sure timings are realistic, don't put yourself and others under needless pressure to deliver in unrealistic time-lines.

Always ensure that your venue and suppliers are happy and comfortable to use your running document. Allow time for a detailed pre-event meeting with every staff member involved to ensure all tasks and responsibilities are clear. By keeping on top of this document the event will be seamless.

## Technology

On-line registration systems have improved massively over the past years, virtually eliminating stressful registration errors. One of the most useful developments has been the development of event Apps that integrate with the registration system allowing a plethora of tools for the event manager and delegates including, but not limited to:-

- Live appointment / meeting making between delegates.
- Interactive maps, showing delegates where they are within a venue and how to get to their next meeting / room.
- Detailed, live reporting on registrations for event managers.
- Ability to provide gamification.
- Social media walls.
- In App messaging.
- Audience response systems.

Some of these features and some of the many more that are available mean that live information is readily available, reducing reliance on the event manager for information and reducing the need for paper!

***“Whether you are organising a conference, corporate gathering or a team building day, the devil is in the detail, no matter how big or small your budget is.”***

## On-Site Rehearsals

Always hold run-throughs of any key staged events such as award ceremonies or parts of your event involving a lot of movement on and off stage.

Even with simple conferences, it pays massively to persuade speakers to have a rehearsal.

Holding a run-through highlights any weaknesses, any additional items that are needed and of course ensures sound and lighting works for everyone.

This will reduce the stress levels of speakers and you alike and will hopefully avoid that last-minute panic of changing the details of a slide 30 seconds before the presentation!

## Suppliers

Choose your suppliers wisely! A supplier you can rely on to deliver exactly what you want, on time and in budget will reduce your stress levels hugely.

Make sure you have detailed supplier contracts in place so your suppliers know exactly what is expected of them within the negotiated costs.

Always agree payment schedules beforehand and negotiate a 20% final balance payment after the event to guarantee performance to the standard you expect!

Most importantly and obviously, communicate, keep your suppliers 'in the loop', include them in your running documents and they will respond positively.

*“Creating and planning a successful event isn't something which just happens, it requires a high level of organisation, attention to detail and passion to succeed”.*

*If you need help with putting in place any of the above*

*then call us on: +44 (0)1797 223626*

*or email Ro Hallam: [ro@dynamic-events.co.uk](mailto:ro@dynamic-events.co.uk)*

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## Let's talk conferences and events!

Every inspirational event starts with a creative conversation. Understanding what you are looking to achieve is at the heart of every client relationship. Perhaps that's why so many customers have been working in partnership with Dynamic Conferences & Events for years.

## Creative conference organisation

Understandably, clients place high expectations on conferences and events. Venue finding, event design and planning, staffing and budgeting are just the start of the process. Over 20 years, Dynamic Conferences & Events has built an experienced team of creative professionals capable of understanding your objectives and creating events with flair and distinction.

## Creativity and consistency

Clients holding events in different international locations rely on Dynamic Conferences & Events to deliver a consistent approach in every destination. From branding, staffing, even through to budgeting, Dynamic Events delivers the same brand experience to every guest.

## Full service event management and production

Dynamic Conferences & Events understands that creating exceptional events in inspirational places requires specialist skills and knowledge. Dynamic Events provides the following event services:

- Creative theming
- Venue finding
- Networking Facilitation
- Audio Visual design and supply
- Stage set design and build
- Event planning and fulfilment
- On-line registration with mobile app
- Multi-currency budgeting
- Incentive creation

