



## FREE RESOURCE

### Define Objectives

- Clarify event goals
- Identify target audience and stakeholders
- Outline desired outcomes
- Establish success metrics

### Set a Budget

- Allocate for logistics, travel and accommodations
- Include translation and visa costs
- Add contingency for unexpected changes

### Choose the Date and Venue

- Avoid major holidays and consider time zones
- Ensure venue capacity and accessibility
- Confirm internet, translation and parking facilities
- Conduct a site inspection

### Build Your Team

- Assign key roles
- Define responsibilities
- Establish a communication plan

### Create a Timeline

- Schedule milestones like visa deadlines
- Organise meetings across time zones
- Set task deadlines for logistics

### Finalise Vendors and Partners

- Secure contracts with global vendors
- Include local vendors for cultural elements
- Partner with travel agencies for group bookings

### Design a Culturally Inclusive Programme

- Incorporate diverse themes and speakers
- Plan activities reflecting cultural diversity
- Prepare for virtual participation

### Promote Globally

- Use multilingual marketing strategies
- Target specific regions
- Offer early registration incentives

### Sustainability Planning

- Incorporate eco-friendly practices
- Source sustainable materials and vendors
- Offer digital alternatives to reduce waste

### Stakeholder Engagement

- Schedule pre-event briefings for stakeholders
- Create networking opportunities for sponsors
- Provide post-event reports to stakeholders

### Risk Management

- Identify potential risks
- Develop contingency plans
- Ensure compliance with health and safety standards

### Manage Logistics On-Site and Online

- Coordinate arrivals and transportation
- Ensure hybrid event capabilities
- Assign multilingual support teams
- Conduct a final walkthrough

### Follow Up After the Event

- Distribute multilingual surveys
- Analyse feedback for improvements
- Share event highlights
- Send thank-you messages
- Document lessons for future events

## GET IN TOUCH