

How to plan an Event

An 'event' could be as simple as a short afternoon open day at your site or as big as a conference - and anything in between!

Why hold an event?

- To promote your organisation.
- To gather together people from different organisations to network and share information.
- To celebrate awards or mark an occasion such as your first year of being open, or the birthday of the discovery or founding of the site.

How To Do It

- **Planning** – do this well in advance.
- Create a budget, than add at least 10% contingency to it.
- Check the date you want to hold the event does not clash with any other significant dates. <http://www.visitpeterborough.co.uk> has a list of events on it, and the Destination Centre is a good source of information.
- Compare several venues before making a choice. Look for things like parking, good catering and disabled access. Does your preferred venue require a deposit and do they offer discount for your type of organisation?
- Book the right size room for the number of people you are planning to accommodate.
- If people are traveling a long distance will you need local accommodation?
- If you need equipment can you take your own or does the venue have it for hire? Make sure you know how to work it and test it before the start of the conference.
- If the event requires it work out an agenda. Do you need speakers? A chairperson? Is the event long enough to need refreshment breaks? Plan these carefully.
- Book your speakers as soon as you can. Having confirmed names on the marketing material will increase uptake. Do you need a facilitator? Are you prepared to let anyone have exhibition space?
- **Promotion** – consider a variety of methods to market the event including posters, flyers, websites, e-mail notices and word of mouth. Encourage people to book even for more informal events and offer a variety of methods such as telephone, e-mail, postal or web based forms.
- Send a press release to local relevant media to promote the event and let them know if there will be a photo opportunity for them to attend on the day.



- Make sure you capture all the information needed with the bookings such as workshop choices and dietary requirements. People may also wish to request reserved disabled parking or large print handouts.
- Confirm the bookings back to registered delegates and attach directions for the venue with advice about parking arrangements / public transport.
- **Heritage groups in Peterborough can promote their event on this website and on the Heritage Regeneration Officer Mailing list.** Just email a description of your event to alice.kershaw@peterborough.gov.uk

Who Can Help?

If you are hiring somewhere for your event then the staff will be familiar with planning and be able to assist you.

There are many websites with ideas for check lists and 'how to' notes available. Use a search engine and choose the guide that fits your event.

How can the Heritage Regeneration Officer help?

If you would like training in a particular subject that may be of benefit to you, email a request and I can look into organising it for you! Another option is to visit a site or organisation to learn best practice – I could organise that for you too.

How can you help other Peterborough Heritage Sites?

You could host a learning visit to showcase your organisation's best practice and lessons learned, which will assist the development of other community sector organisations.

If you think any other advice should be included in this fact sheet just get in touch.