

# LIVE EVENT BLUEPRINT



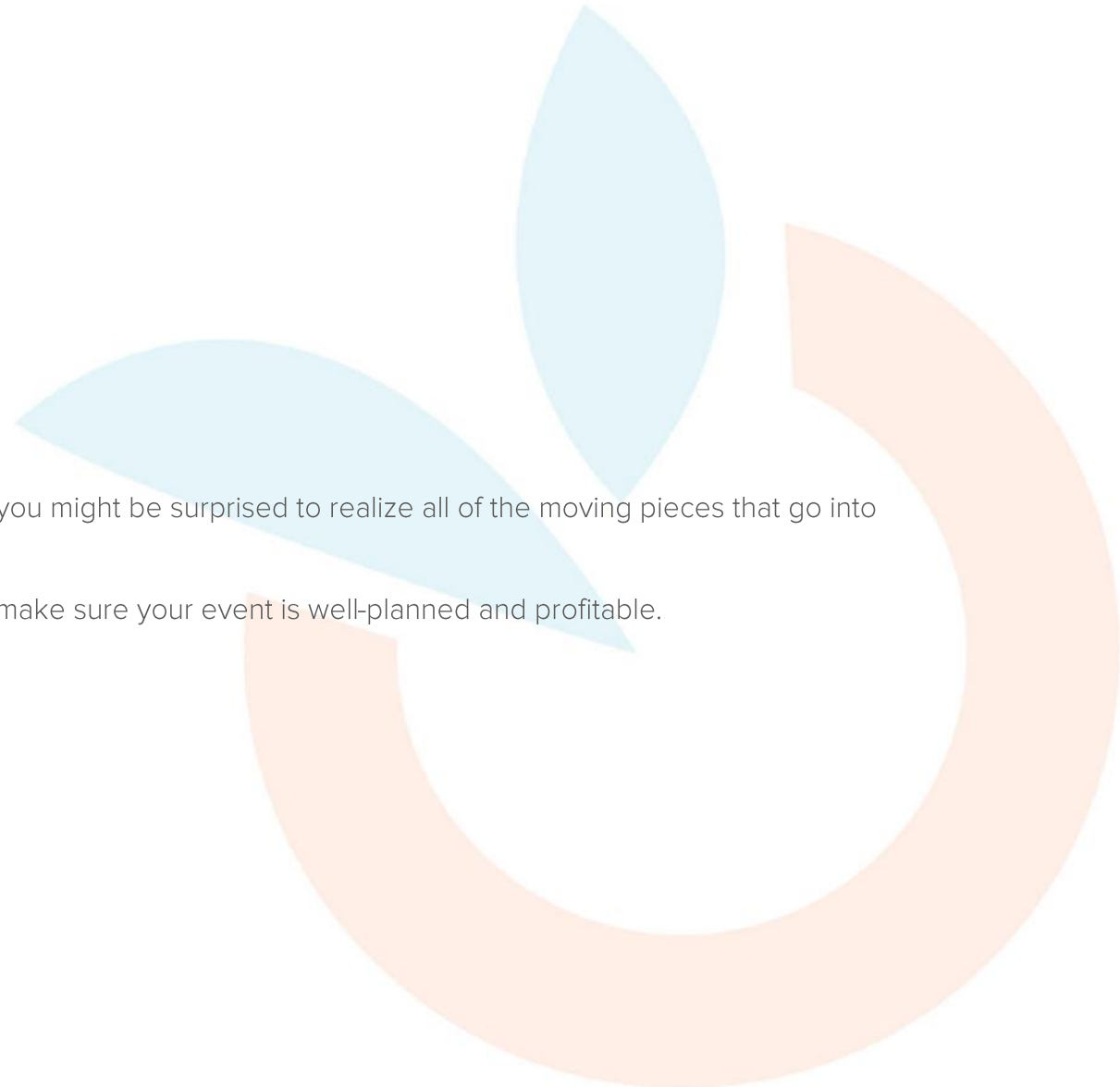


## INTRODUCTION

If you're organizing a live event for the first time, you might be surprised to realize all of the moving pieces that go into putting one together.

I've put together this live event blueprint to help make sure your event is well-planned and profitable.

*Sharon Hayes*



## STAGE 1: PRELIMINARY PRE-EVENT 6-10 MONTHS OUT

STEP	DONE?
Make sure no major events in same city/region conflicting	
Make sure no major industry events within 2 weeks	
Decide 2-3 alternate dates and location for event	
Make tentative list of primary people you want to invite to speak and on what topics	
Reach out to tentative list with alternate dates to see availability	
Set the date	
Decide how many attendees you want to have	
Decide on how long the event will be	
Will you have sponsors?	
Do you have sponsors to reach out to for breakout sessions, meal, swag sponsorship now?	
Will you have exhibitors?	
Will you have catering?	
What staging will be needed?	

STEP	DONE?
What screens and projectors will be needed?	
What room layout will work best?	
Will breakout session room(s) be needed?	
Get bids on venues	
Calculate break-even point on venue alone	
Book the venue	
Read, sign and return contract	
Make deposit	
Come up with theme and audience	
Come up with a name for event	
Get logo and branding created	
Make tentative agenda with speaking topics, breakouts and panels	
Devise VIP ticket bonuses	
How will event open and close?	
Make full list of speakers to approach	

STEP	DONE?
Reach out and start to fill speaking slots	
Make exhibitor marketing plan	
Make sponsor marketing plan	

## STAGE 2: PRELIMINARY PRE-EVENT 4-8 MONTHS OUT

STEP	DONE?
Get indemnity insurance to cover accidents	
Prepare sales page	
Prepare shopping cart	
Prepare autoresponder system	
Create marketing plan	
List out on-site crew (volunteers/paid?) to help at event	
Start selling VIP tickets	
Start selling tickets at early bird discount	

STEP	DONE?
Hire video crew	
Hire photographer	
Hire entertainment	

## STAGE 3: PRE-EVENT 1-3 MONTHS OUT

STEP	DONE?
Consider extra promotion if event has not hit break-even	
Order merchandise, lanyards	
Get filming disclosure agreement	
Any sales on site? Remember credit card machines and contracts	

## STAGE 4: PRE-EVENT 1 MONTH OUT

STEP	DONE?
Draft & send out pre-event surveys	

## STAGE 5: EVENT

STEP	DONE?
Print name tags	
People manning tables	

## STAGE 6: POST-EVENT

STEP	DONE?
Draft & send out post-event surveys	

## CONSIDERATIONS WHEN FILMING EVENT

STEP	DONE?
Curtains/backdrop	
Lighting quality	
Sound quality	

STEP	DONE?
Staging	
Audio & video sync	
Extra microphones for audience	
Two camera set-up	
Clear visibility for speaker + panels	
Test projector screens	
Test computers displaying	

