

How Events Happen by DW Alliance LLC

<https://www.dwalliance.com>

A good sign that your event was a success is when people ask you to have another. Make sure you ask them why they want another and right it down.

Setup for Repeat

- Encourage people to share their experience on social media.
- Document your events in detail and publish all the highlights. That added expense will help you setup for the next event.
- Reach out to learn:
  - attendees -- what did they think of the event how did it impact them?
  - exhibitors -- did they make profitable contacts?
  - sponsors -- did they accomplish their goals?
- Get video and text testimonials.

The Idea is Key

- why
  - This is the key reason people will want to be a part of and or attend your event.
  - If you really understand the why nearly everything will go easier because you will always be clear why you are doing this.
  - How will you communicate the why to everyone?
  - What do you want people to learn?
  - How do you want to affect the world or a community?
  - How do you want your various attendees, exhibitors, vendors etc to benefit?
- goals
  - What are your goals?
    - impact
    - lifestyle
    - monetary

Explore the Possibility

- Talk to
  - your team or potential team
  - attendees
  - speakers
  - exhibitors
  - sponsors
- Research
  - other events
  - related ideas
  - locations
- define your event
  - where
    - close to everyone with all the things you need
  - when
    - dates that everyone can make
  - who
    - will attend
    - will speak
  - why
    - Really figure out who your attendees will be.
      - How to reach them.
      - What they want/need from the event?

Execute

- send out reminders
- print badges
- print rosters
- get to location
- setup rooms

Sale

- tickets
- booths
- sponsorships
- advertising
- meals

Pre Event Setup

- when
- reserve location
- reserve event equipment
- reserve temporary staff
- confirm speakers/educators
  - what classes will they teach
  - keynote speakers
  - content ownership
- create onsite materials
  - online registration
  - design
  - print/fabricate

Make sure you have your big book of everything.

phone numbers of everyone

- vendors
- location
- sponsors
- speakers
- permanent staff
- temporary staff

backup plans

- replacement speakers
- replacement vendors
- replacement staff

Your detailed schedule of everything that should take place from room setups to final cleaning and inspection.