



The Ultimate Event Handbook

This handbook will teach you what you need to know to run a successful large event. It is geared toward a multi-day conference with multiple sessions, speakers, and activities, but even if you are running a different type of event, you can still take advantage of the expertise of the 2Shoes team and learn useful concepts and specific tricks from this handbook.

1. Details

1.1 Run of Show

Identify all staff and volunteers that will be helping run the event. Then create a Run Of Show, a document showing when things will happen and who is responsible for making those things happen. This may be the most important aspect of your planning, and one that many event coordinators ignore. We use [Google Drive](#) so we can easily share the document with everyone involved. The focus is to list dates, times, venues, activities, and personnel in their correct sequence, and to post this information in one central place for ease of communication.

During the event, be prepared for the unexpected! One thing that can save the day is to have extra supplies on hand. Build your own 'event box,' with string, tape, scissors, extra name tags and markers. You might also include [Square](#) credit card readers, batteries and a first aid kit.

1.2 Speakers

Create scripts, and give speakers talking points ahead of time. Make sure the moderators have bios of their guest speakers ahead of time, and keep them well informed of the nature of the session and time limits, Q & A, any awards, etc.

Check in early for all presentations and make sure that all electronics work across interfaces. Take extra flash drives and all possible connecting cables, etc. Ask speakers if they have any special requests, and give them a detailed list of the times and places they need to be throughout the event. Provide a courtesy speaker room

where they can have coffee and a snack. They will be bombarded after they speak, so make sure they have a place to retreat to as needed.

1.3 Budget

The place to start when planning an event is to determine your budget and whether you will be taking sponsorships. If you take sponsors, be clear about what they expect in return, and be sure you want to associate yourself with the sponsor. More and more corporations are getting involved with sponsoring due to Cause Marketing budgets.

The biggest expense of your event will probably be the venue. Advertising is an expense that can yield dividends afterward. Branded giveaways will continue to promote your event long after it is over! Also, decide early if you will be printing any materials for your attendees; printing costs can add up. Online resources are becoming more and more desirable with event attendees because of their smaller environmental impact.

2. Communication

2.1 Roles/Communication:

Tools like [Slack](#) and [Trello](#) will help with communication, tasks and to-do's. Make sure that each member knows what he or she needs to do. Proper delegation of responsibilities and thorough communication can go a long way to minimizing stress for the event coordinator! Team lead, speaker contact, and technical are some of the important key roles you should assign.

Also, even though you may have posted the information in multiple places and sites, make sure you repeat information to your audience such as schedule updates, or reminders to post pictures on social media. The best event organizers send out information ahead of time to their attendees. There will always be people who skip this information, but it does minimize confusion for most participants.

2.2 Follow Up

Follow up with your attendees should be done no more than 3 days after the event. We recommend surveys for getting feedback and learning what you can improve next time. You should also remind attendees where materials and resources from the event can be found online.

Post-event Meetings/Wrap-ups are very important. Assemble your team and de-brief on what went well and what could be improved upon next year. Use your Run of Show document, and make revisions and notes on the spot for next time.

2.3 Social Media

Start promoting your hashtag early, and use it on all of your channels. Let everyone know in your emails what the hashtag will be and where they can find you on social media. Communicate with your speakers on Twitter and promote their recent news stories and successes on Facebook. We also suggest having a dedicated PR person responsible for tweeting out quotes and pictures from the various sessions during the event.

3. Other

3.1 Insurance, Venue Alcohol

Be sure to check with the venue and city about event and alcohol insurance. Many venues will be able to help with this process. A quick Google search can get you started.

3.2 Traffic, Other events in town, First aid, Lost and found

Be aware of other happenings in your city that might affect transportation. Be sure that your staff can assist attendees in case of minor injuries. Have emergency staff on alert just in case you need them. Specify and publicize a lost and found--for people as well as things--and be sure your staff are aware of it..

Event Timeline with 2Shoes Steps in Red

9-12+ Months before your event

- Get excited!
- Solidify event committee
- Volunteer recruitment
- Sponsor package and onboarding
- Schedule outline
- Budget/Sponsorship plan
- A/V and other technology outline
- Facility confirmation
- Event registration website
- Advertise and market

- Set up your account
- Create your event
- Email conference organizers and presenters how-to document

5-8 Months before your event

- Speaker info and profiles up on website
- Ramp up usage on social media
- Order any giveaways/swag
- Finalize volunteer responsibilities in detail
- Confirm vendors and sponsors
- Advertise and market
- Create presenter profiles (these are for each presenter at your event)
- Add Sessions (every presentation using 2Shoes)
- Add event specific URL to program (your custom 2Shoes URL)

2-4 Months before your event

- Update Website letting potential attendees know that they can still register and that you are excited to see them!
- Finalize scripts and talking points for all guest speakers
- Finalize logistics with venue
- Finalize catering if needed
- Email update (people can help spread the word or start networking)
- Send any material needed to print signage for the event, such as posters or table tents for speakers
- Finalize speaker info and contact information
- Upload all documents for the event and sessions

2-4 Week before your event

- Facility check in
- Security, transport, volunteers logistics
- Prepare any gifts or awards that will be presented
- Press release or contact media if necessary
- Invite attendees to your event and let them know how the tool will be used

- Pre-populate one or two questions

1 Week before your event

- Facility check in
 - Finalize seating (if needed)
 - Email reminders and important updates
 - Update lists and numbers with any last minute registrations
 - Confirm roles and expectations with all volunteers
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- In your email to attendees, remind them of the 2Shoes URL and how it can help
 - Make sure the event URL is on all slide deck footers

Day before and day of the event

- Print name tags
 - Setup what you need at the venue
 - Have volunteers around and easily noticeable to answer questions
 - Check media in each room and be accessible in case of emergency
 - Print extra copies of any schedules and documents needed for your event
 - Confirm or collect all attendee info to make sure you can follow up
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- Share the event URL on social media and email blasts

After your event

- Send survey and save the date for next year!
 - Thank all attendees, sponsors and volunteers
 - Take website offline or update to say thanks
 - Debrief meeting to talk about highs and lows
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- Look over questions and post to your website blog, try and have speakers respond to questions that did not get answered in person

We are always excited to hear your feedback. Let us know if you have any questions!

info@2shoesapp.com

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