



ARMADA HOUSE

CONFERENCE AND EVENTS

TOOLKIT

GETTING STARTED

ONE OF THE FIRST STEPS IS TO MAKE ENQUIRIES WITH VENUES AND GETTING QUOTES THAT MATCH YOUR BUDGET. BELOW ARE SOME POINTERS ON WHAT TO THINK ABOUT WHEN SHAPING YOUR EVENT

WHAT TYPE OF EVENT?

Is your enquiry for a meeting, conference, networking event or seminar? Understanding the approximate size and logistics of your event will enable you to request the most suitable spaces for approximate numbers and knowing if you require refreshments, catering and AV equipment will really help. All of these details will affect the package/cost you are quoted upon enquiry.

WHAT IS THE CAPACITY AND ROOM LAYOUT OF YOUR EVENT?

It's important to provide the most suitable space for your event so that you and your delegates are comfortable throughout. For example, the maximum capacity of a room in a boardroom layout may differ to the capacity in cabaret. Knowing these two things is also important for breakout spaces, remember the activities you plan for your main meeting and breakout sessions may need a certain room layout to be more affective.

Get to know your cabaret style from your boardroom in the next section.

DO YOU REQUIRE AUDIO VISUAL EQUIPMENT?

From video conferencing to PA systems getting the right AV equipment can enhance your event and its content.

DO YOU REQUIRE REFRESHMENTS AND/OR CATERING?

Catering and refreshments is a large part of your budget and is also something that your attendees will remember and discuss post event. Think about the right catering for you, what suits your delegates needs as well as fitting in well with your allocated break times and schedule for the day.



ARMADA HOUSE

CONFERENCE AND EVENTS

TOOLKIT

ROOM LAYOUTS

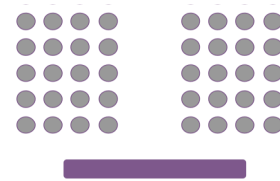
BOARDROOM

Seating around rectangle tables



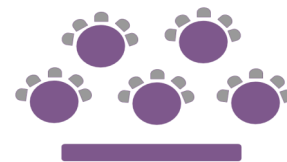
THEATRE

Rows of chairs facing front



CABARET

Half moon seating around tables facing front



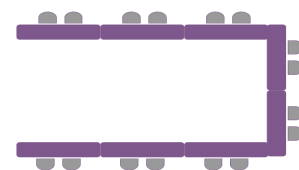
CLASSROOM

Tables arranged in pairs facing the front



U SHAPE

Tables arranged in a U-shape facing front



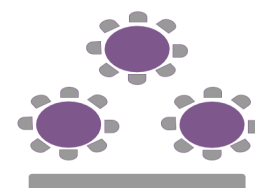
HORSESHOE

A half ring of chairs facing the front.
No tables



BANQUET

Full seating around tables usually circle shaped



WE'RE HAPPY TO CUSTOMISE LAYOUTS TO YOUR PREFERENCE



ARMADA HOUSE

CONFERENCE AND EVENTS

TOOLKIT

THINGS TO THINK ABOUT

EVENT PLANNING

What are your event aims? Who are your audience?

How will you conduct your event– is it for a conference, training, networking, workshop or seminar?

Think of how the event will flow– from presentations, to workshops to breaks etc

FUNDING

How is your event funded and what is your budget?

Do delegates require accommodation? Do delegates need reimbursement of expenses?

PROMOTIONAL SCHEDULE

How will you promote your event?

Make a schedule for social media, emails, website content. Create a #hashtag to promote your event

LOGISTICS

Provide information to delegates on travel and accommodation info

Keep an up to date delegate attendance list

Make material for the event– presentations, delegate packs, marketing etc

EVENT

How much time do you need to set up?

What door signs do you need?

Communicate with venue regarding health and safety procedure

Brief your staff about the day

POST EVENT

Give out feedback forms, thank you emails, certificates of attendance

Do you need to collect Continued Professional Development documents (CPD) for assessment

Provide information on future/next events