




CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013

ORGANISING EVENTS

Economically competitive and innovative region
Attractive and dynamic societies
Safe and healthy environment

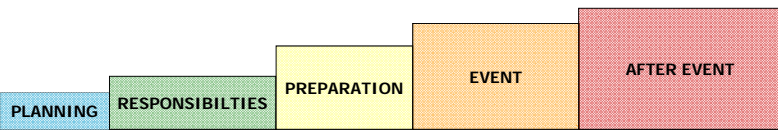


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CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013

ORGANISING EVENTS



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graph LR; A[PLANNING] --> B[RESPONSIBILITIES]; B --> C[PREPARATION]; C --> D[EVENT]; D --> E[AFTER EVENT]
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PLANNING

- Start early enough
- Think from the beginning what you want participants to remember – why should they come?
- Identify your target groups
- Identify the set-up/methods (workshops/plenary/group discussions etc)
- Plan budget
- Agree on dates & location (don't forget procurement)
- Develop a title
- Start the promotion of your event



RESPONSIBILITIES

- Team work, but clear responsibilities
- Responsible persons brief others
- Clear deadlines for tasks
- Local contact person
- Develop a work plan







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PREPARATIONS

- Invitation
- Agenda
- Speakers
- Presentations
- Practical information
- Conference pack
- Catering
- Crisis Management
- Media presence or not

Don't forget the procurement rules!



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DURING EVENT

- Technique
- Registration (signatures)
- Photographer/filmer
- Control the situation – who does what?
- Ask for feedback questionnaire
- Welcome speakers, participants (and media)

- *Don't forget the EU flag on tables or walls!*
- *And logos and references on material handed out.*




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AFTER EVENT

IT'S DONE, but important to....

- evaluate feedback questionnaire and act for the next event
- send "thank you" letters to participants & speakers
- publish event documents online
- prepare a post-event newsletter/ brochure/report/film etc
 - www.intopractise.eu/eng/news/2-video-from-the-conference-in-riga/
- invite to the next event
- check & document media coverage



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