

HINTS AND TIPS FOR A SUCCESSFUL EVENT



WHY, WHEN, WHAT & HOW MUCH?

HINTS AND TIPS FOR A SUCCESSFUL EVENT

The Entertainment Company Ltd are Members of the Agents' Association (Great Britain) and aim to trade as an Employment Business in compliance with the Conduct of Employment Agencies and Employment Businesses Regulations 2003 (as detailed in Statutory Instrument 2003 No.3319).

Registered in Scotland. Registration Number: SC147680

Registered office: Elizabeth House, Royal Elizabeth Yard, Dalmeny. EH29 9EN

The Entertainment Company Ltd.
Elizabeth House Royal Elizabeth Yard
Dalmeny Edinburgh EH29 9EN

Tel 0131 331 3400

Fax 0131 331 3468

info@entertainmentcompany.com

www.entertainmentcompany.com

The Entertainment Company Ltd.
38 Queen Street
Glasgow G1 3DX

Tel 0141 548 8090

HINTS AND TIPS FOR A SUCCESSFUL EVENT

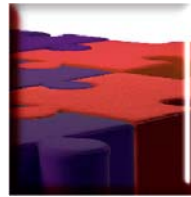
CONTENTS

PAGE:

3 WHERE DO I START?



4 POSSIBLE VENUES



5 THEMES



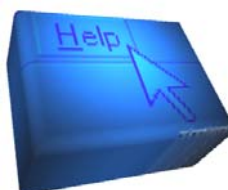
6 BUDGET



7 CHECKLIST



8 HELP!



HINTS AND TIPS FOR A SUCCESSFUL EVENT

WHERE DO I START?



WHY ?:

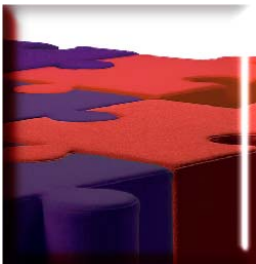
This may sound simple but the first thing to consider is why are you having an event at all?

If this is an annual event then you should consider looking at previous events to give you some idea of basic requirements such as space, location, preferred dates etc. This will also ensure that you don't go too far down the planning route only to find out that your great idea has been done before! You can then consider if this year's event should be a development of the previous one or a complete change of theme, location etc.



WHEN ?:

The next vital piece of information that needs to be decided is the event date. Is this decided by end of financial year, project etc, or is it theme based such as Halloween, Burns Night etc?



WHERE ?:

OK assuming you know when and why you are having the event; the next element to be considered is location. Does the event warrant a specific location or do you simply require a suitably sized function room in which to host the event? The numbers attending may rule out certain venues so this needs to be considered early in the planning process. Often there needs to be a trade off between space available on stage for an awards ceremony or announcements and entertainment.

Dining; is this a reception, dinner, both or simply a buffet?

Entertainment (see page 5)

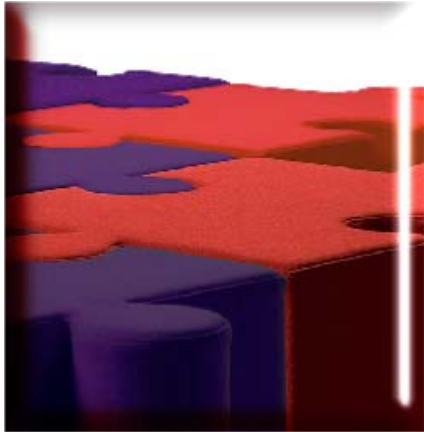


HOW MUCH ?

Last but not least; budget. (More on page 6) this may or may not impact on all of the above questions!

HINTS AND TIPS FOR A SUCCESSFUL EVENT

WHERE DO YOU WANT TO HAVE YOUR EVENT?



Venues generally fall into 4 categories: (And budgets!)

IN HOUSE.

Usually to show off new premises or products to prospective customers. Consideration should be given to available space for guests and caterers who will usually require a food prep area and hygienic work space. Do you have enough toilets?

HOTEL FUNCTION SUITES.

These are ideally suited for Dinner Dance / Party or indeed any function where catering is required and a large dancefloor is essential. Most 4 & 5 star hotels will have flexible function spaces that can be adapted to suit your needs.

HISTORIC BUILDINGS

(And other quirky venues such as visitor attractions etc.)
These tend to be more expensive from a facility fee standpoint but often the ambience they provide is well worth the extra spend.

MARQUEE HIRE.

If you have ground on site this may be an option to consider as modern clear-span marquees offer many variations. The main elements to consider here are the technical ones such as mains power, lighting, heating and don't forget toilets!

HINTS AND TIPS FOR A SUCCESSFUL EVENT

DO YOU WANT A THEME?



Although I have used the title “themes”, I suppose I really mean emphasis. Careful consideration needs to be given to what people expect. I am not suggesting that every event should have a theme per se. For example, you may simply want an elegant dinner dance with nice table decoration, room lighting and a good all-round function band to provide music for dancing after dinner. However if the last three years events have been, “Wild West”, “Caribbean” and “Monte Carlo”, you will need to be much more creative.

Specialist event companies (like the Entertainment Company) will be able to advise you on theme packages to suit your chosen venue and numbers attending.

You may also want to give some thought to content. There is no point in organising a black tie ball for 100 guests who are all male and here for a golf event!

Music should be chosen to suit the broadest spectrum possible to ensure that everyone feels catered for.

Décor theming should be a must where delegates have been in a function suite for a meeting all day and are then returning for the evening dinner. Once again this may be simply a change of lighting effects and table dressing or it may be a more specific theme with appropriate décor.

HINTS AND TIPS FOR A SUCCESSFUL EVENT

HOW MUCH WILL THE EVENT COST?



Whilst you may not have agreed an overall budget, some indication will help to develop a relevant proposal rather than wasting time (and Money) on ideas and suggestions which prove to be too under or over scaled.

If I had one golden rule that you should consider is that events should not be costed on a per-head basis. (The exception to this rule is Food & drink).

A band costing £900 for 60 people equates to £15 a head. The same band performing for 200 pax is £4.50p per head. Either way it is a fixed cost.

Given that you have a finite budget to work with, I would suggest that you take the fixed costs of Function suite hire (if applicable), Transport costs (if applicable) and technical elements of room lighting, PA, entertainment and room décor (if applicable) and total this figure up. The remaining budget can then be allocated to menu spend per person and an allocation for drinks (again if applicable). Venues will often create a menu to suit your budget (even though you might need to twist their arm a little).

Most reputable event companies will realise that you may have more events to book, so will work hard to keep costs realistic in the hope of future work.

With the advent of “Google”, it may be tempting to spend your time trawling the web and getting various quotes for each of the elements you are seeking. However you are then faced with contracting and managing all of these aspects yourself. It is also worth remembering that event companies spend years cultivating relationships with performers and as they are in a position to provide performers and technicians regular work, they can often command lower rates than you would get for a one-off booking. More importantly the skill is in the integration of all the above, not simply identifying the various ingredients and hoping it will be “all right on the night”

CHECKLIST:

HINTS AND TIPS FOR A SUCCESSFUL EVENT



Checklist:

Element	Provider	On Hold	Confirmed	Comments
Date (options)				
Venue				
No of Pax				
Menu				
Drinks				
Accommodation				
Transport				
Entertainment				

HINTS AND TIPS FOR A SUCCESSFUL EVENT

HELP:



FOR A NO OBLIGATION QUOTE OR TO DISCUSS
YOUR EVENT PLEASE CALL:

0131 331 3400 or email
info@entertainmentcompany.com

a member of

Edinburgh

CHAMBER OF COMMERCE



Inspiring Connections

 **scotevents.com**



The Agents' Association
(Great Britain)

Glasgow:
Scotland with style®

Format and concept remain the intellectual property of
The Entertainment company www.entertainmentcompany.com 0131 331 3400