

## Tips for running a successful event

### Venue

When selecting your venue ensure:

- The room has sufficient space/seating for your anticipated number of attendees
- The room has the right ambience e.g. lighting, curtains/block out blinds
- There are no disrupting noises nearby e.g. traffic, construction
- Transport to the venue is easy and there are onsite (or nearby) car parking options (preferably free)
- You book the space early to avoid missing out
- The venue has all standard amenities including toilets, disabled access, catering access (if required)
- Can the venue provide audio visual requirements, or will you need to outsource?
- Do you need to block out any light to ensure any content on screen can be seen clearly?
- Do you need tables/chairs and what configuration will work best for your event?
- Is signage required - room signage and/or promotional flyers/banners/media wall?

### Audio Visual (AV) requirements

- Make a list of AV equipment and services needed such as screen, projector, speakers, microphones etc.
- If AV is not provided by the venue source an AV supplier to provide, set up and operate (if needed)
- Do you need to bring additional equipment such as laptop, power cords, adapters, remote mouse/clickers, HDMI cables (and are the cords long enough – envisage where you would like to stand in the room and where you'd like your computer to be), etc.

### Promoting your event

Your event will be included in the online **OBM calendar of events**. To help gain maximum exposure for your event we have created a suite of promotional assets to help promote your event as follows:

- Download OBM promotional assets from the Toolkit tab on the OBM website (from September)
- Create and schedule social posts to build interest in the OBM program and your event
- Follow and share OBM posts on the departments Facebook (@BusinessNTG) and LinkedIn (Department of Trade, Business and Asian Relations) pages
- In your social media posts use the #OBM hashtag to help you reach a wider audience

- Encourage your connections to spread the word by liking, commenting and sharing your posts
- Ensure your website, LinkedIn and Facebook pages are up to date to include your upcoming events
- Include videos of previous events you have done and/or attendee testimonials in posts

## Everything else

- Do you need to source/create screen content to support your presentation e.g. video, PowerPoint?
- Create a run sheet outlining activities, tasks, and important details, this will help you stay on track
- Do you need another set of hands on the day – it can be a lot of work setting rooms up and testing your presentation, a second set of hands to help check people in is highly recommended – great for taking photos of you in action as well
- Do you need to provide pens and paper for attendees to take notes?
- Is there any pre-work you want to send to your attendees?
- Have you printed your attendee list?
- Do you have a back-up plan if there is an issue on the day? Venue issues, AV doesn't work, etc
- If you have the chance, attend the venue a few days beforehand to check the set up and AV
- Prepare a feedback form. It is up to you as the Event Partner to obtain any feedback that you require about your session. We recommend asking attendees to complete a form (paper or digital) immediately after the event – keep it short and allow for at least one open ended question.

## On the day of your event

### It's show time!

- Arrive early – at least 1 hour before start time to cover any unexpected last-minute surprises
- Do a quick walk through to check that you are happy with the room set up and adjust if needed
- Test AV equipment and any electronic presentations that you will be using
- Keep a close watch on your run sheet and communicate any last-minute changes that need to be made
- Photography – ask a colleague with good photography skills to take photos during your event
- Gather feedback – make sure to distribute feedback forms to gather your attendees' thoughts. It's important to gather feedback on what went well – and what didn't.

Reach out to the OBM team via [obm@nt.gov.au](mailto:obm@nt.gov.au) if you would like any further advice.