

STEP-BY-STEP GUIDE TO PLANNING A BUSINESS EVENT

1 Define your Goals & Objectives

What do you want to achieve?

Clarify the purpose for the event, your ideal audience, and the key outcomes you aim to achieve with this event.



2 Set a realistic Budget

How much can you spend?

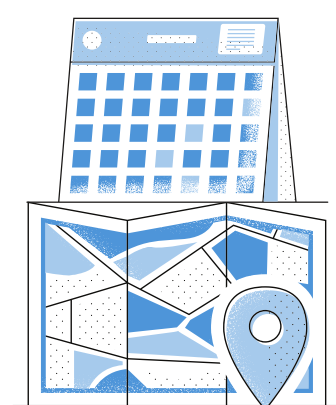
Be realistic and keep in mind all expenses, including venue, catering, speakers, and marketing.



3 Choose a Date & Venue

Where and when should your event be?

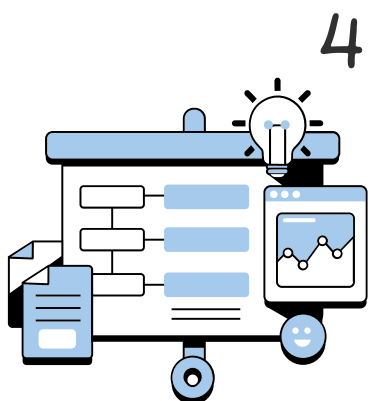
Select a suitable time and location that aligns with your audience's availability, avoid their busiest times, and consider how the venue can be reached.



4 Plan the Agenda

What do you want to include?

Structure the event schedule, including opening/closing, speaker sessions, networking sessions - and don't forget to include breaks!



5 Secure Speakers & Vendors

Who will help your event be a success?

Confirm guest speakers, caterers, tech support, and other vendors in advance.



6 Promote Your Event

How will you invite your audience?

Think social media, email marketing, and partnerships to boost attendance.



7 **Manage Registrations**

How will you monitor who is coming?

Set up an easy-to-use registration system to track attendees, consider using a form online or confirming registrations directly.



8 **Prepare Logistics**

How will you ensure all runs smoothly?

Arrange seating, AV setup, signage, and on-site staff coordination.

9 **Engage During the Event**

How will you make it memorable?

Use this event to get to know your audience and establish or strengthen your relationship with them. Encourage networking, interaction, and live social media updates.



10 **Follow Up, Analyse & Evaluate**

How can you shape your future success?

Send thank-you notes, gather feedback, and keep the conversation going with your audience. Keep note of what went well and consider what could be improved, then use this analysis to plan your future events.



With my expertise in event management, I can help you seamlessly plan and execute your business events, allowing you to focus on building valuable relationships and growing your business.

Let's bring your vision to life!

THE ITALIAN^{V.}_{A.}
VIRTUAL ASSISTANT SERVICES

To learn more about the Italian VA and get in touch with me, visit www.theitalianva.com