



# Tips for organizing events

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# Before the event

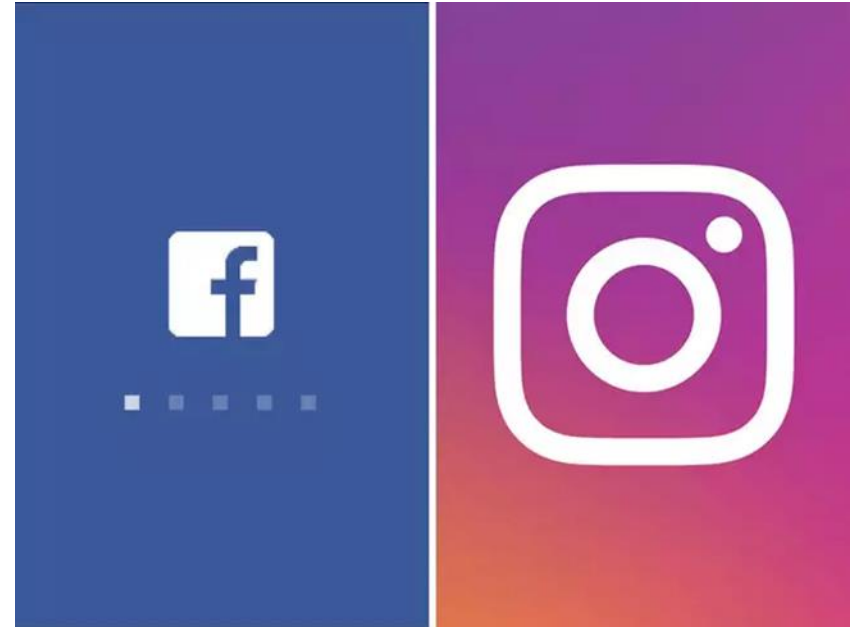
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# Know the basics!

- What is the event for, who is it for and how to reach the audience
- How big is the workload
- Distribution of work
- Budget and funding
- Marketing plan
- Timetable
- Permissions!

# Marketing

- Have a clear vision and make a marketing plan!
  - Schedule when to do marketing and how you're going to do it.
- Save the date!
- FB-events and Instagram
- One clear graphic!
- Event calendars, email-lists
- Ticket sale/sign ups



# Budgeting

- Income
  - Sales
  - Sponsorships
  - Others
- Costs
  - Foods, drinks
  - Technics, PA
  - Decorations
  - Show, artists, bands
  - Rent
  - and other payments

Income	Estimate	Real
Company sponsor 1	500	500
Company sponsor 2	800	500
Ticket sales	1800	1650
Overall badges	200	170
<b>In all</b>	<b>3300</b>	<b>2820</b>
Costs	Estimate	Real
Food	720	800
Drinks	600	570
PA	300	310
Band	700	650
Decorations	400	405
Rent	300	300
<b>In all</b>	<b>3020</b>	<b>3035</b>

# Anticipate!

- Think beforehand of all the possible things that could go wrong
  - The better the prevention, the better the event.
- Security
  - The safety of the event is always in your responsibility!
  - First aid
  - Drunken and disorderly behaving attendees

# Other things to take into account

- Food planning and special diets
- Decorations: Fire safety!
- Shopping list
- Clear introductions for work force
- GDPR!

to 7.11.			
8	Nukkuminen on kivaa		
9			
10	Vois väsää tervetuliaispuheen jossai välis		
11			
12			
13			
14	Konfettikamojen nouto	Konfettikamojen nouto	
15			Smökissä
16	Roudaus	Roudaus	
17			



# The event day

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# Just before the doors will open

- Check the diets one more time!
- Print timetable, price list, shift lists and all the introductions
- Make sure that the work force knows what to do and that they get to eat at some point!
- Take one more round at the event place and make sure everything is ready

# During the event

- Tell all the relevant information for attendees
  - WC, Smoking, Special diets, show etc.
- Remember to have fun!
- Recycle!
- Customer service!
- Make sure that everything happens on time



After the event

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# Don't quit yet!

- Return everything you borrowed!
- Write down what went well and what went wrong!
- Collect feedback
- Finance: charge, budget realization
- Lost and found
- Make clear documentation for next year
- Delete sign up informations!



# Thank you!

Any questions?

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