

Top Tips for Organising a Conference

Nottingham Conference Centre's Event Management Team offers you some advice on preparing a successful event.

- Define your aims, objectives and target audience.
- Draw up a budget and identify sources of income. It's important to calculate both the best and worst scenarios and have some contingency funding in place.
- Look at previous conferences – how many delegates attended? Are your number expectations realistic?
- Double check your financial status – can your conference definitely proceed?
- Secure your venue. Think about your space requirements, catering expectations and any additional rooms you may need for break outs.
- Invite keynote speakers and other key individuals. Consider any of their travel and accommodation needs if you haven't already budgeted for this.
- Finalise your agenda and think carefully about timings – is 10 minutes long enough for 100 delegates to get a coffee or is 20 more realistic?
- Start marketing your event to your target audience and open up registrations as early as possible so you have plenty of time to make any changes to numbers or rooms.
- Consider your catering and accommodation requirements carefully. What will delegates expect from the time they arrive at your event to their departure?
- Put together a concise running order for your event so you know what is happening when, who is responsible and how to contact them on the day.
- Make sure you ask for feedback so you can improve your next event or conference.