



“HOW TO ORGANISE AN EVENT“

Staging an event can be a great way of helping you succeed in your professional or personal life. Customers will appreciate the attention and consideration. Teams of employees in businesses and other organisations will be motivated to bond together and freely give of their best to achieve the organisation's goals. Friends ... well they will love you even more if you offer them an uplifting experience that takes them out of everyday life.

But how, what, where and when? And how can I know how many will really come, what if the weather turns foul or the food doesn't turn up, and what happens if two participants decide to entertain everyone else with a blazing row? After half an hour's thought, it doesn't seem so simple.

If you decide to do it yourself, one of the first things to be aware of is the amount of time you need for planning and arranging! On average, a simple one-day, non-residential event for 30 delegates with no special activities will absorb 138 hours. A 3-day residential conference with 100 delegates, evening entertainment, and some special activities with minimal theming works out just short of 1000 hours!

Event management is a complex process, and you can't cut corners if you want to ensure it's a resounding success and maximize the return on investment.

At KITES we have considerable experience in tailoring events for each specific requirement. We have learned to quickly identify the key elements needed in each case. We thrive on creating an environment that is unique and linked into its very essence to the principals and vision of the companies and clients we deal with.

Innovation and creativity are critical, for both participants and the organisation. People want to be surprised.

When we work for a company, we start with a comprehensive research of the company and its business, and define the purpose - an incentive for successful employees, a product launch, a conference, hospitality for customers etc.

With the research completed, we present the client with several different proposals. But then the real work starts.

There needs to be a master project plan and sub-project plans specific to the individual suppliers / partners. At all stages we stay flexible, and are extremely methodical and pay attention to the smallest details that will make or break the event.

Now comes the event. We are onsite long before to check, double check and recheck all the arrangements and often remain long after it has finished. At KITES, we are



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not finished until the post-event meeting with the client where we review feedback on all aspects.

To help your event be a success and provide value, we have aligned ourselves with strategic partners who are experts in their field for different projects. A client may want to use the event to refresh its corporate image and brand. Or it may want transformational coaching aimed at helping employees work together more smoothly.

Good luck with organising your event! If you follow the tips above, you are on the right track. Of course there are a few other essential elements to success, but please allow us to keep a few trade secrets to ourselves!

For more information on events call us on +41 (0)22 3624467.

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