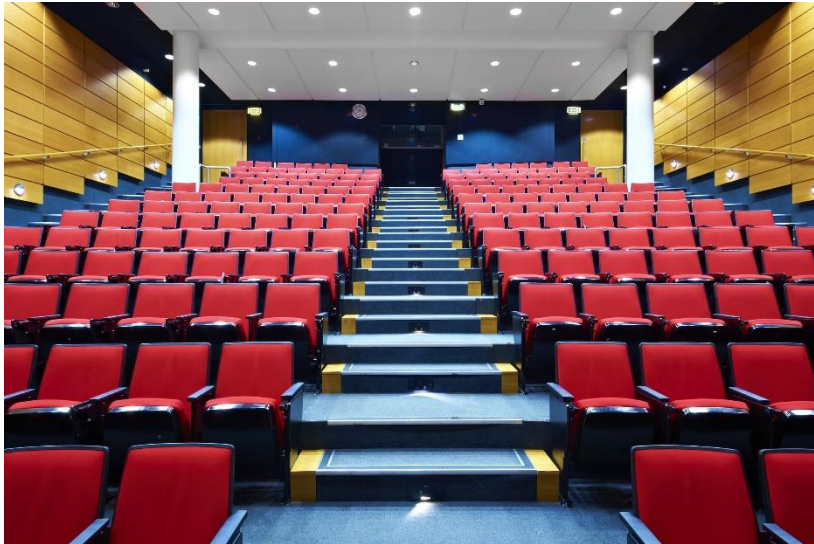


# KING'S VENUES

## Common event mistakes – and how to avoid them



However many events you've planned, no one is above making a mistake. In fact, you'd be surprised at how many experienced organisers let rudimentary errors slip through the net. Have a read through our round-up of common event mistakes and make sure you don't fall foul of any of them.

### **1. Not budgeting properly**

No matter how big or small the event is you're holding, you need all of your expenses planned for and accurately recorded. You also need to save a small amount of your expenditure for last-minute emergencies and unplanned for costs, aim for around 10%. Involve the whole team with constructing the budget so there's no chance of anything getting accidentally left off.

### **2. Social media mishandling**

Most events should have some sort of social media presence. But getting the balance right between enough coverage and not overdoing it can prove a tricky balancing act. Think long and hard about what your guests might need/want from your event on social media and make sure you have a clear strategy. Don't be afraid to revisit your plan if you feel it's not producing the results you want.

### **3. Ignoring networking opportunities**

Some people were born to network but lots of other people need a helping hand. Don't rely on your invitees to initiate networking situations, create a proper time and place and if appropriate, play some ice-breaker games or get your event staff to make some thoughtful introductions.

#### **4. Poor registration**

If you want people to come to your event, make the registration process as quick and simple as possible. These days people expect to click on a link, fill in a few details and that's that. Anything more complicated could put people off. It's also just as important that on arrival the registration desk is efficient and manned by helpful, friendly staff.

#### **5. Lack of contingencies**

You can't plan for every eventuality, but there are definitely steps you can take to create a plan b for some of the more likely scenarios. Rain, staff sickness, suppliers who let you down... make a list of potential problems and plan contingencies.

#### **6. Sub-par catering**

There are loads of ways you can save money on an event without your guests being any the worse off, or even any the wiser, but catering isn't one of them. Your invitees are completely dependent on you for all the food and drink they consume for the period of time they are at your event – be good to them! It's one of the easiest ways to put your delegates in a good mood, so don't scrimp.

#### **7. Not adopting live streaming**

The one huge positive thing about live streaming is that you will be reaching an audience that was never going to attend your event. As for those you fear might not show up because of it, just make sure you create other unmissable aspects of your event to stop the temptation. Networking sessions, amazing catering and post-event entertainment are a few ideas that spring to mind.

#### **8. Elusive hosts**

There's no denying there's loads to do as the doors open to your event, but make sure you assign team members to meet and greet duty. Your first arrivals will need someone to talk to and all of your guests will want to chat to someone from the organising team.

#### **9. No follow-up**

It's really important to reach out to your guests the day after your event to say thanks for coming. However you choose to do this, make sure you guide them to look at some pictures on social media or to any press the event might have received. They will (hopefully) have had a great time, but seeing how many other people also enjoyed themselves will cement and enhance their positive memories.

#### **10. Lack of de-brief and feedback**

It might be tempting to disappear off on holiday once your event is over, but make sure you and your team have a full de-brief. It's also important to get honest, constructive feedback from your guests to feed into the mix. This is the best way to make sure you build on the successes and learn from the mistakes when you come to do it all again next year.

### **Events at King's Venues**

We help organise hundreds of events every year and our highly experienced Events Team is on hand to offer organisers all the help and support they need. We have 200 unique spaces, many with river views, for you to choose from. Give us a ring on 020 7848 1700 to discuss your next project.