



Frugal Friday

Belts are being tightened, purse strings are being drawn and pennies are being pinched. Whichever idiom is floating round your office at the moment, the upshot is the same – event organisers need to save money. But how do you do it without compromising the quality of your event? Fear not, help is at hand. We have the perfect plan to keep your delegates, and the accounts department, happy. Welcome to King's Venues' #frugalfriday ideas.

Venue

It *is* possible to secure a top venue for a reasonable price, you just need to ask the right questions. Find out if they have better rates at certain times of the day/week/year. Do they do discounts for multiple bookings? Are there any rooms available with fabulous views? (This could save money on expensive decorations.) If you have your own AV equipment, find out if you're permitted to bring it in with you to save on hire costs. Even if there are no official discounts, always ask for their lowest price – they can only say no!

Catering

Food and drink can be a real budget drainer, so firstly question whether or not you can hold your event mid-morning or mid-afternoon. You can then provide snacks and tea and coffee rather than a full meal. Check if you can serve jugs of tap water rather than bottled and if not, ask if you can return anything that's left unopened. Expected guests who don't turn up can also be costly, so agree as late a date as possible with your caterers to confirm numbers and double check your RSVPs.

Marketing

Move all of your communication online. Going paperless is a great way to save money and is also popular with delegates who aren't great with filing. Social media (Facebook, LinkedIn, Twitter, G+, Instagram...) is a fabulous, free way to spread the word about your event as well as connecting your attendees.

Freebies and contras

Have you got anything you can barter with? Is this product or service something any of your suppliers need? Perhaps there's a deal to be done. It's also worth exploring the option of sponsors. Who else might want to get in front of your guests, and are they prepared to stump up some cash or food and drink for the opportunity? Some events might even be able to benefit from using volunteers.

Speakers

When you're researching speakers find out where they have current bookings. You might be able to split their travel and accommodation costs if you can co-ordinate with another event. If they're based overseas, getting them to speak via video conferencing would save a lot of money.

Just say no

Ask yourself if your event can do without promotional freebies, cut flowers, branding, desserts and alcohol.

Make sure you follow @kingsvenues on Twitter and keep an eye out for #frugalfeb for your daily, money-saving tips throughout February.