



How to stand out in a crowded market

The events industry is exciting, fast-paced and constantly evolving. It's why so many hugely creative and dynamic people are attracted to work in it and why, every year, standards and expectations rise. So how do you make sure your event is the one that people are talking about and re-booking to attend next year?

Venue

Get creative with your venue. Choosing an unusual or quirky space in which to hold your event will prove to be an instant hit with guests. Just make sure you're keeping functionality in the forefront of your mind as you still need to deliver on a practical level too. If hosting your event on a barge, at an aquarium or in a safari park after dark aren't realistic options, a room with a view can create the wow factor without raising logistical issues. Kings' Venues has over 200 stunning spaces, many with breath taking views along the river Thames, something visitors from the UK and abroad are bound to appreciate.

Entertainment

Ever been to a silent disco? Eaten your dinner in the pitch black? Dressed up in Arctic gear to have a drink in an ice bar? We can guarantee if you have, you would have told people about it the next day. Change the column in your budget spreadsheet from entertainment to experience and your team brainstorming sessions will come out with far more interesting ideas.

Content

It goes without saying that content (still) really is king. Talk to your delegates or attendees about what they want to hear about at your event and find speakers who can cover topics your industry is really buzzing about. Don't be afraid to throw a wild card in there, you need to make sure you're offering something no one else is.

Embrace technology

Tweetwalls, bespoke apps, digital registration and social media should all be part of your initial planning discussions. Ask yourself whether your event could benefit from live polling, pre-event blogging, post-event networking opportunities... the list is endless. Make sure you aren't missing a trick.

Food and drink

When was the last time you ate a really delicious canapé? A fantastic glass of wine? A dessert you simply had to tell someone about? Never underestimate the power of decent food and drink at an event. It will instantly put your guests in a good mood and help conversation flow with mutual

admiration. If your budget is a little restrictive, you can get creative without breaking the bank. Fun, themed cocktails don't need to cost the earth, but your guests will appreciate the effort. The catering team at Kings' Venues, Kings' Food, is always happy to work with organisers to create a menu to fit with your event vision.

Special touches

Once you've got all the Big Things ticked off your to do list, make sure you've reserved some time, energy and budget to add in a few special touches. It could be something as simple as finding out your guests' star signs or the meaning of their first name and adding the details to their name badges to create a talking point. Or perhaps you could take the time to introduce each of your guests to at least one other person attending your event who you think they would like to meet. Anything you can do to personalise someone's time at your event will make a huge impact on their experience.

What we do at Kings' Venues

Our portfolio of venues is made up of some of the finest spaces in London, but here at Kings' we're proud to offer organisers so much more than that. Our Events Team loves nothing more than helping organisers to take their events to the next level with creative and logistical advice and support. Get in touch to discuss your next event by calling the team on 020 7848 1700.