



Get ahead with your 2017 events

Do you have events to plan for 2017? Have you started work on them yet? Well there's no reason to delay. As well as saving you the stress of doing everything last-minute, getting ahead of the game can also mean your event will be better and more affordable. Want to know why?

Sponsors

Lots of events don't have sponsors as it's not always appropriate, but it's an option every organiser should explore. It could add an element to your event that would really improve your attendees' experience, or save (perhaps even make) you money. But building a relationship with another company or brand can be a lengthy process as the fit needs to be perfect and the balance of financial gain and exposure needs to be finely tuned. That's why it's a good idea to start talks as early as possible so there's plenty of time to get it right.

Venue

Where you hold your event is undoubtedly one of the most important decisions an event planner has to make. Your venue's location determines whether or not people will attend, its look and feel govern your guests' first impression of your event and its facilities and staff represent your company or brand. The best venues get booked up early, don't end up having to compromise on your most valuable asset by waiting too long to book.

Suppliers

Make sure you touch base with your favourite suppliers as early as possible to make sure they will be available to provide you with the goods and services your event needs. Starting your search early will also give you the opportunity to source new options and make sure your first choices have availability to cater for your needs.

Money

As well as getting your first choice of venue and supplier, booking early also means you'll have time to find the right price, too. If you're left with only a handful of options it's likely you won't have the luxury of negotiating on the fee.

Dates

As well as the best venues getting booked up early, so do the best dates. Maybe you need to avoid summer holidays, the start of the week, anything too close to Christmas... whatever your requirements, you are far more likely to get your desired date if you get your venue booked up early.

RSVP

An event is only as good as its guests, and people get booked up too. The earlier you get your save-the-date out, the better-attended your event will be. It's best to give people at least six months' notice, or even a little longer if it's going to coincide with the school holidays.

Quality

The more time you have to plan your event the more time you have to make it really special. It's the little touches that make an event stand out from the crowd and therefore more memorable and successful. Well-thought-out extras needn't cost the earth, but they can take time to organise, which an organised planner would have on their hands.

Contingencies

As every event organiser knows, not everything always goes to plan on the big day. But, an organiser who has had time to put a plan b or even c in place, doesn't need to worry about disasters.

Enjoying your own event

Yes, it is possible! You've been working towards the big day for months, wouldn't it be nice if you had a small window of time during your event to soak it all up and enjoy the moment? If you've managed to get on top of everything and have your back-up plans ready to go, then there's no reason why this can't happen.

2017 events at King's Venues

We have over 200 unique spaces at King's Venues, many of them with stunning views over the River Thames. Get in touch with us to discuss your 2017 calendar and we find the perfect room for your events. You can reach our Events Team on +44 (0)20 7848 1700.