

Face-to-Face Events Template



1. Planning Phase (three to four months prior to an event)

- **Budget:** revisit the committee budget you created at the start of the year and examine the event specific budget– costs may include catering, venue booking, AV equipment/support, speaker fees, speaker gifts, decorations/props, accommodation & travel/transportation, stationery. Income may include ticket sales (non-members), and sponsorship (Gold, Silver, Bronze - aim for 4 sponsors in total).
- **Brainstorm:** think about objectives and goals for your event (educational topic, learning outcomes, target audience, social/networking, recognition of cancer nurses, positive psychological impact, delighting members, increasing membership engagement, and promoting membership). What is the best format for achieving this (dinner presentation and discussion, or workshop)?
- **Build a team:** engage committee members who will lead the event. It is recommended to have two committee members responsible for each event. However, some events may require three committee members or more.
- **Date and venue:** Choose a time and location that is accessible and convenient for your audience. Consider access (geographical location, public transport options, parking), public holidays, and other local events to avoid conflicts. It is recommended that dinners usually take place on Thursdays (6pm-8.30pm) while Workshops usually take place on Saturdays (9am-12.30pm or 12pm-2.30pm).
- **Programming content:** Select speakers/presenters/panelists, topics and format.
- **Sponsors:** Check with the Membership and Events Manager to see whether any National Partners have expressed interest in sponsoring your event. Reach out to your local sales reps with your committee prospectus to secure additional sponsorships.
- **AV requirements:** Identify sound, video, lighting, and other tech needs. A standard event will require two microphones at the main venue, 2 laptops (1 spare), and one projector screen. If livestreamed, the event will require an additional microphone. If satellite sites are used, each requires 2 laptops (1 spare), a projector screen and a microphone. If your venue is a hotel, conference center or University, AV should be bookable along with the venue. However, if your venue is a restaurant, you may have to book external AV support.
- **Agenda/Schedule:** Prepare a preliminary event schedule for the day.

2. Early Implementation Phase (two to three months prior to an event)

- **Commence a project with the Membership & Event team:** Fill out the Education Event Website form to provide the Membership & Events team with the information it needs to begin assisting you.
- **Finalise agreements with venues/caterers, sponsors and presenters:** Confirm schedules, requirements, and shared expectations. Obtain speaker information and speaker bios. Communicate with Membership & Events team to make sure that speakers/presenters and sponsors are registered on the event webpage and supported. Send venue agreement to Aviya to sign and pay a deposit.

Face-to-Face Events Template



- **Finalise agenda/schedule:** Complete agenda/schedule (with assistance from the Membership & Events team if required). Share this document with speakers and sponsors.
- **Plan for contingencies:** Have backup plans ready for any unexpected changes on the event day (bad weather for example).
- **Initial promotion:** Provide feedback regarding planned promotions by the Membership & Events team, share the event poster and promote the event through emails and word of mouth.

3. Later Implementation Phase (one to two weeks prior to an event)

- **Last minute promotion:** Promote the event through posters, emails and word of mouth. A 'last chance to register' email will be sent by the Membership & Events team.
- **Confirm registrations:** Communicate with the Membership & Events team to be aware of registration numbers. Obtain lists of registrations and dietary requirements.
- **Speaker liaison:** Send speakers a reminder email about the event and provide them with the location, date and speaking time. Ensure that speakers' contact details have been exchanged.
- **Sponsor liaison:** the Membership & Events team will provide you with a sponsor brief containing the information that you need such to provide sponsors with agreed benefits. This will include contact names, phone numbers, number of tables and speaking time.
- **Confirm Holding slides and evaluation survey QR codes:** The Membership & Events team will provide you with a slide deck with speaking notes on upcoming CNSA activity and with evaluation survey QR codes.
- **Equipment purchase:** purchase any necessary equipment such as labels for name badges, AV equipment, or gifts

4. Event Day

- **Follow the agenda/schedule:** Keep track of all tasks from set-up to pack-down.
- **Site setup, signage & AV:** Work with the venue/catering staff and AV staff (if applicable) to set the event up. Make sure there is sufficient signage (such as *CNSA Event* signs). Ensure that the venue has been set up as desired, with tables, chairs and food in the correct location. Ensure that laptop computers and AV equipment is working, internet is connected and event slides are visible.
- **Sponsor and speaker liaison:** Ensure that you have contact names and phone numbers for speakers and sponsors.
- **Sign in and evaluation:** Sign attendees in as they arrive and provide them with name badges. QR codes linking to evaluations to be printed and placed on tables. Photograph sign-in sheet at the end of the event and send it to 0439 464 250 or email to admin@cnsa.org.au

- **Take photos:** Take photos of the event to use in social media and send it to 0439 464 250 or email to admin@cnsa.org.au

5. Follow-Up and Community Reflection Phase

- **Debrief with your committee:** Reflect on successes and areas for improvement.
- **Evaluation surveys:** Follow up on findings of the evaluation surveys completed by attendees.
- **Review with the Membership & Events team:** Discuss the event with the Membership & Events Manager.