

## Things to consider when organising your event:



### 1 Identify your main objectives

Think about what you'd like to achieve by running the event. Considering this from the start will help you to plan the rest of your event.



### 2 Consider your target audience

This will allow you to develop your event effectively and is essential to your publicity campaign. Think about the people you would like to influence, what's important to them, the messages you would like them to take away, and which networks you can use to reach them.



### 3 Create your content

Consider the subject matter, theme and format of your event. Science can be explored through a range of formats - what type of event would your target audience be interested in? If you need help, search our Science Live offered ads for people willing to advise you, or create a wanted ad.



### 4 Plan your budget

It's important to produce a detailed cost plan for your event. Try to minimise costs and make sure you know your maximum budget. Remember to leave a contingency for any unexpected costs.



### 5 Find a venue

Events can take place at any type of venue, but you will need to choose one suitable for both the event format and the audience. Take some time to plan the setup in advance and build a good relationship with the venue staff.



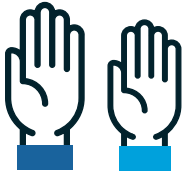
### 6 Set a date

Make sure you have left enough time to organise and promote the event before it takes place. Remember to check if there are other similar events taking place near you at the same time, as this could affect attendance.



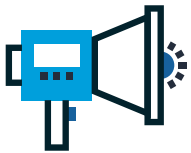
## 7 Add your event to “Science Live”

Once you have most of the details, add your event to Science Live. This will enable you to promote your event to attendees and to recruit people to help deliver the event.



## 8 Find volunteers and speakers

Consider creating wanted ads on Science Live linked to your event to recruit contributors. Relevant volunteers and speakers will automatically be notified of your wanted ads, but you can also manually browse our offered ads.



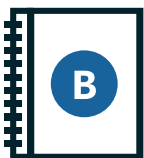
## 9 Promote your event

Your publicity campaign will be crucial to the success of your event, and how you market it will depend on the event itself and who you wish to attract. Members of the public will be able to find your event through the Science Live map and listings, but you may also want to think about additional ways to reach your target audience. (e.g. through social media or printing flyers).



## 10 Keep in touch

If you have confirmed speakers and/or volunteers, make sure you keep in touch with them and contact them a few days before the event to make sure they are still planning on being involved.



## 11 Have a plan B

Think about how flexible your event is. Make sure you have thought about what to do if things don't go according to plan, and be aware of your limitations.



## 12 Evaluate

Collecting feedback from attendees after your event can be really useful for future planning. Consider collecting this information via feedback forms, to find out whether you reached your target audience, and what people thought of the content.