

HOW TO

Create your own event (some questions you need to ask)



01

Why are you doing it?

Inextricably linked to how you resource it and create a P&L, it's a fundamental question:

- Is it for customer acquisition, customer retention or both? (who's budget?)
- Is it to launch a new product?
- Are you designing it to make money, wash its face or is it a marketing investment?

Whatever you decide will impact how you move forward.



02

What are your exact goals?

Related to point number one. So important to define from a strategic perspective;

It might be one or more of the following:

- Educate prospects
- Enhance client relationships
- Do an (entertaining) product demo
- Diversify your revenue streams
- Demonstrate your credibility/ thought-leadership/ new thinking.

Set measurable KPIs.

Be clear and it will inform your way of working and evaluating its success.



03

What is the benefit to your audience?

An event for an events sake is not a sustainable strategy.

It needs to have a purpose that your target audience (customers/ potential customers/ the industry) CARE about.

What is this and how can you frame it?

It needs to be bigger than yourself and your services.



04

What's your killer hook?

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05

Who will do the work?

Event productions requires myriad types of people:

- Conceptualizers
- Designers/ producers
- Organizers
- Do-ers
- Strategic Marketers

You need a tenacious team and it's NOT a side of the desk JOB.

Trust us on this:) Assemble the right team.



06

How can you bring your brand to life?

Whatever you want to be known for needs to show up in the experience.

What's your agency's/ firm's tagline and how can it show up in an experience?

If you run an ad-tech for SEO, don't make the room hard to find.

If you run a design firm, the motion graphics need to be outstanding.

Dig REALLY deep here. What do you do better than anyone and how can it show up experientially.

Canva does an excellent job of bringing what its product promises TO LIFE.



07

What are your key messages?

**Devise three-five points you need to lan
and scatter them creatively.**

Make them land in a compelling way,
through exciting formats.

Weave them into the fabric of your event:

- State them upfront
- Explain and evidence them
- Summarise and conclude with them



08

What's the (tangible) takeaway?

Good merch works, as it's fun and a tangible memento.

On the other hand, cheap naff fleeces and tote bags are ten a penny (and bad for the environment).

Think carefully about what you want attendees to take away and remember and bring it to life through a takeaway that lives beyond the day of the event.



09

How will your messages live on?

There's nothing worse than producing an event only for people to leave and forget what it was all about.

The beauty of having so many tools at your disposal these days is that you can synthesize talks into takeaway reports that can live on after the event; that are useful to your audience.



10

How can you build your community?

When harnessed properly, events can have a flywheel effect on the business.

Harvest insights, pull quotes, record vox pops, create a hashtag.

Together these can boost the longevity of the event and build a community year round.

Social amplification is key so don't scrimp on this element. And AI can be your best friend.

