

7 EVENT TIPS: HOW TO CREATE A SMOOTH EVENT!

Creating events is fun and exciting, but get it wrong and your life can be turned up-side-down! After years of experience in pop-up events we hope these tips help make your event a raging success!



1. Know your aim

Why are you doing your event? This is so important to know when the going gets tough and you get pulled in many directions with various decision making. Always come back to what your aim is to keep you on track. Also consider how are you going to measure your aim/s? What will you consider to be a good/great/amazing outcome? I.e. 100 people signing up to a newsletter or 1,000 people taking a photo with your branding? Have a result you can measure that is meaningful to your aim.



2. Weather

Be prepared for anything! Wind, rain, hail or searing heat. Wind speeds of over 40k/hr are considered dangerous as things can start flying away. In any weather strap/bolt/weight down your marquee with everything you have! Sun / rain = always provide shelter over your area for sun and rain protection. Keep an eye on forecasts (www.bom.gov.au or their app is great). If you live in Melbourne you know how fast the weather can change so be prepared! If your event is over a few days make sure your set up can survive a storm so you can sleep well at night without worrying!



3. Pre-event organisation

Now you know what to bring in case of all weather situations, add it to your checklist! Using checklists (what to pack) and run sheets (who/what/when) will get you through any large event without a hitch! Remember that the lists will be evolving leading up to your big day so keep them up to date and shared with those who need to view them. For food related events always contact your local council for the requirements you need to adhere to. They can also guide you for safety requirements but common sense is the best approach - no trip hazards, pack sun screen, tie down marquees etc.



4. Location

Pull those crowds in! Your location can make or break your event success. Research the venue and set up in a high thoroughfare location with good visibility for best exposure. Consider wind shelter and water access etc.



5. Be remarkable!

Make a lasting impression! How are you going to make your event attractive and memorable?

Come back to your aims and get your creative cap on to brainstorm how you are going to attract your target audience to your stand. Keep your messaging very CLEAR so people understand what you are about in split second. How are you going to make your event stand out from the rest? Are you handing out brochures like everyone else or making it fun, different and engaging? Think games, competitions, free samples, interactive quizzes or better - bikes!



6. Get results!

Now you are all set up it's time to pull in a crowd and get the results you are aiming for! Brief your team and get them talking to people about what free engaging activity you are offering. Follow up with some information about why you are there and get their details (email, phone number etc) if they wish to know more



7. Follow up and post-event debrief

After you and your team have rejuvenated the real work starts. Follow up on the leads you have, report on the outcomes and gather feedback from your team and audience for a better result next time. What worked well / didn't work? How was the level of engagement? Did you meet your aim/s? What would you improve on next time? Reward and congratulate your self and your team!

We wish you all the best for your next pop up event! If you would like more tips or advice on how to create an engaging stand out event please get in touch with our helpful team on Ph: 0481 315 956 or info@bikenblend.com.au www.bikenblend.com.au