

# Events tips



# Planning your event

Before you start running your event, you will need to consider some key questions including what your objectives are for the event and who your target audience is going to be.

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## Consider:

- **Who** is the event for?
- **Why** are you running the event?
- **What** is the event trying to achieve?
- **Where** is the event taking place?
- **When** is the event happening?

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## Actions:

- Tailor the delivery and content of the event to your target audience.
- Is an event the best method?
- Come up with a list of goals and how your event will meet them.
- Decide whether a virtual or in-person event is best to achieve your goals.
- Time your event based on the needs of your audience.

# During the event

**No matter the type of event you're running, there are a number of ways to ensure it runs smoothly and achieves your aims and objectives.**

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Keep your **branding** consistent, using the same styling and logo across marketing materials and banners. Use the assets pack to add Go Construct logos and imagery to ensure the branding is synonymous with construction.

Make the most of **social media** – not only to advertise the event, but encourage engagement and provide updates to your audience throughout.

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Come up with a hashtag to use across different platforms and include it in your marketing materials. Our **social media toolkit** can help you here.

**Stick to your plan.** Place a coordinator in charge of running the event, ensuring timings are adhered to and speakers have a central person to go to.

**Keep it engaging.** Use a mix of Q&A sessions, talks from construction professionals and interactive resources to keep your audience interested. Having participants actively engaged in activities tends to lead to better results.

# After the event

**An essential part of any event is the review that takes part afterwards. Here you can gauge how successful the event was, if it met your goals and provide feedback to any future events.**

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**Send an evaluation.** This can be via email, your website or social media. You can ask participants if they found the event useful, and this is a good way to gauge and promote any success stories as a result of your event.

**Document photos.** Put all the photos from the event in a database, you can post these on social media and use them to promote future iterations. Our photography toolkit

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can provide further guidance.

**Send follow ups to all speakers.** Thank them for their time and maintain a good relationship with them – having a network of industry professionals you can call upon is a valuable resource.

**Measure KPIs.** This will depend on your aims and objectives i.e. if your goal was to reach a certain amount of young people, did you achieve this?

# General event tips

Here are some further tips on how to make the most of construction events.

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- **Promote your event.** Sites like Eventbrite are a useful, free way to invite people and keep track of the number of potential attendees.
  - **Use our resources.** Our resource pack contains free materials you can use throughout your event.
  - **Add your event to our event calendar.**
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- **Speak directly to as many attendees as possible.**
  - **Run it safely.** The HSE [guide](#) provides advice on how to safely run an event generally, as well as amid the pandemic.
  - **Have a wide range of speakers.** This can include employers, young professionals, construction organisations, ambassadors, etc.
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- **Have a communications plan.** This ensures you go into the event knowing how best to speak to and reach your audience.
  - **Decide a budget.**
  - **Bring in outside help if you need it.** This could be a marketing agency or an external events planner.

# Thank you

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