



EVENT PLANNING GUIDE

We Create Inspiring Experiences & Events that Matter

That's our promise to you.

At Swan Valley Adventure Centre & Wollaston Conference Centre, we partner with you to plan and create a uniquely tailored event. Our services and expertise are designed so we can concentrate on what matters most - your event's success. Our Venues offer high levels of comfort, personalized services, business services and modern amenities. Our number one priority is to support your meeting and event goals.

Your dedicated point of contact

Whether it's providing creative ideas for your uniquely tailored event or following up on important details, you have a dedicated, trained and experienced person you can rely on. Your point of contact, the Events coordinator is empowered to make things happen for you, on your schedule.

24-hour response guarantee

- We understand your time is important, so we guarantee a
- 24-hour response to your initial inquiry.
- We'll contact you promptly with space, rate and date availability for your meeting or event.
- You'll receive a detailed, personalized event proposal.

Designed to help you have a successful start the tips and checklists outlined here in our Concise Guide to Meeting Mastery will help you pull together a successful event.

We've broken it all down into four simple steps:

Create the meeting framework | Determine your requirements | Clarify your budget
Prepare a timeline for the event

① Create the meeting framework

The first thing you need to determine is the purpose and scope of the event. What is to be accomplished? Setting clear objectives is the foundation of a successful event. It helps you figure out what elements are essential.

There are five basic questions to ask yourself, the **Five "Ws"** of meeting planning. They will form the framework on which to build your meeting or event:

- **Why** are we meeting?—Define the objective, reason or purpose for having the meeting or event. Is it training, announcing or showcasing products, or increasing association membership? Purpose helps you determine need and set objectives.
- **What** will the meeting entail?—Determine the scope of the meeting (is it international, national, regional, state or local?) and based on the event's purpose, define the most appropriate type or format (seminar, tradeshow, annual company or association gathering or board meeting).
- **Who** will be there?—Determine who will be attending the meeting or event (employees, executives, customers, industry executives, guest speakers, spouses or children).
- **Where** should the meeting be?—Decide what type of location is most suitable for your event (Swan Valley Adventure Centre, Wollaston Conference Centre). Convenience to participants is generally a prime concern, but so is comfort. Attendees' travel to and from the event site should be as easy and as inexpensive as possible.
- **When** should the meeting take place?—If possible, be flexible regarding the dates for the event. This can improve the chances of obtaining first-choice Conference arrangements within your budget. Consider the time constraints of the participants and the number of attendees.

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② Determine your requirements

One of the best ways to figure out your requirements is to develop a preliminary schedule. The schedule should be a general outline of what will happen and approximately when. The following list of considerations will help you think through these things.

- How will the majority of attendees get to the venue? Will they be driving? Flying?
- When will attendees arrive? For example, will participants get to the venue the morning of the event or flying into the city & driving directly to event?
- How many times will you need to offer catering to attendees? Will all meals be planned or will some meals be "on their own"?
- Do you need to include any recreational activities such as outdoor team building activities? Sightseeing or sports outings?
- Approximately when will attendees leave? After lunch? Late afternoon? Evening? This affects venue hire check-out time, food service, travel arrangements and so forth.

Timing and logistics of the agenda are important parts of the preliminary schedule. Some primary considerations include:

- How many morning, afternoon and evening sessions will take place? Will more than one session be held at one time? Approximately how many people will attend each session?
- What meeting space and seating arrangements will be required for each session? Will you need a classroom arrangement? Theatre? U-shape?
- Will audio-visual equipment be required?

③ Clarify the budget

Get a firm budget to work with. You can't make any decisions unless you know what kind of costs you can bear. Ask the meeting initiator to give you a number. The larger the event, certainly, the greater the relative costs. But other factors can drive expenses, such as attendees' needs. Will you have clients to entertain? Will you need to provide gifts and extra amenities to certain guests?

In addition to a daily debrief with your dedicated events coordinator to help you manage your budget, here's a helpful budget calculator to ensure your event and budget remain on track. As you make preliminary inquiries, you will quickly see whether the arrangements you have in mind are feasible for your budget. Complete this form or make copies for each day of your meeting. Then add up the daily costs to determine the total estimated cost of your event.

	Number of Guests	Rate Per Person	Total
Meeting Rooms			
Breakfast			
Lunch			
AM Tea Break			
PM Tea Break			
Cocktail Reception			
Equipment			
Travel & Transport			
Signage			
Promotional Invitations			
Guest Speaker / Host			
Photographer / Media			
Entertainment / Music			
Security			
Activities			
Grand Total for Event			
Total Cost Per Person			

Checklist: 3 Weeks Prior to Event

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④ Prepare a timeline

Your success matters to us, and we've found using the timeline below is a helpful tool in creating your event. These are general guidelines to keep in mind concerning what needs to be done and when. You may be on a tighter deadline, or have ample amounts of time (*lucky!*).

Generally, you should start planning three months in advance, so your attendees can arrange their schedules, speakers can begin to prepare their presentations and you can relax a bit.

Every program is different, so adapt this timeline as needed.

2 to 3 months out:

- Determine the objective of your meeting.
- Have your budget approved.
- Check calendar day/date/time of event, your desired venue to avoid conflicts availability.
- Book meeting venue with estimated guest numbers and necessary areas of focus, remember your estimation number may project quote variances based on the confirmed number of the guests.
- Speak to your Events Coordinator or Business Sales Manager about menus and meeting room needs.
- Set up a master account for meeting charges and determine who can sign for charges
- Invite speakers/hosts and provide scope of desired presentation.
- Invite meeting attendees with RSVP to help you finalise number of guests.
- Make travel/parking arrangements if needed.
- Decide on any marketing needs and begin creative development (like signage, registration materials, etc).
- At this point decide would you be needing any hosting services/registration services.

1 month before meeting or event

- Confirm menus, room setups and supplies in writing with your Events coordinator.
- Reach out to speakers/hosts to check on their presentations.
- Inform your Events Coordinator what time guests will arrive and depart.

3 weeks before meeting or event

- Reconfirm all aspects of catering especially those attendees with special dietary needs notify the attendees of the service protocol for dietary needs, ensure all audio, video & lighting and tech support are available prior to arrival.
- Check in with speakers again; offer assistance with A/V and handouts.
- Reconfirm catering final numbers, dietary requirements and reconfirm amenities.

Day of the event

- Check all function spaces an hour before the start of the event
- Notify conference service team immediately of any changes or pop ups
- Keep an ongoing record of expenses and additional requests you may have added to the services.
- Be available for attendees should they have special requirements during the event, be aware that all additional requests may add up to your final invoice.

Wrap up after event

- Please complete the post-event survey with feedback from your sales, planning and on-site experience. Your feedback is greatly valued.
- Consider circulating a survey to attendees or a feedback form to assess areas for improvement and success of your meeting or event.