

# Events | 01

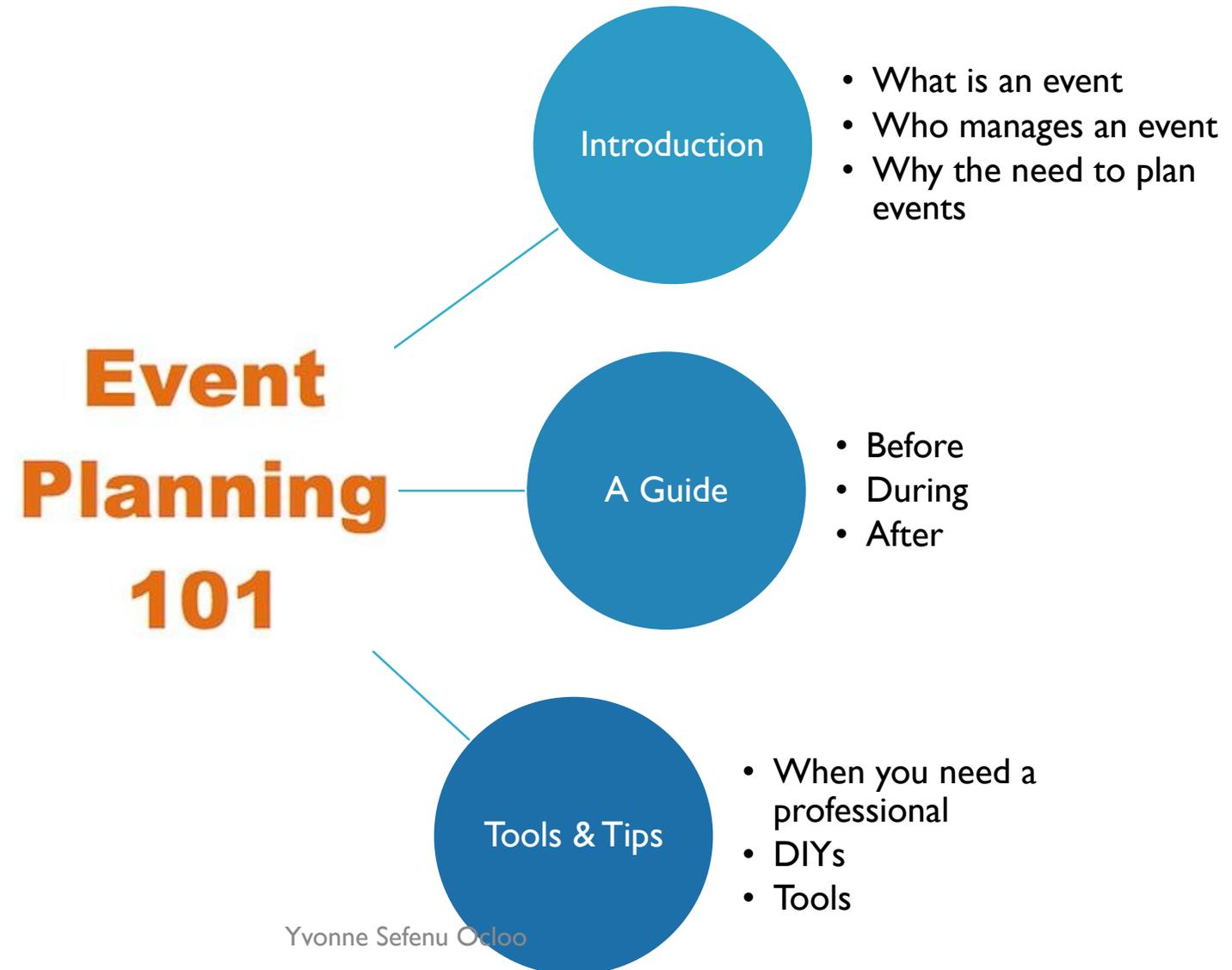
Communications for Development Workshop  
The Royal Senchi Hotel

Yvonne S. Ocloo  
Events Coordinator, USAID METSS



Yvonne Sefenu Ocloo

# What do we want to know?



# Introduction



“Multilevel multitasking multiplied multiple times is  
event management”  
- Rehan Waris

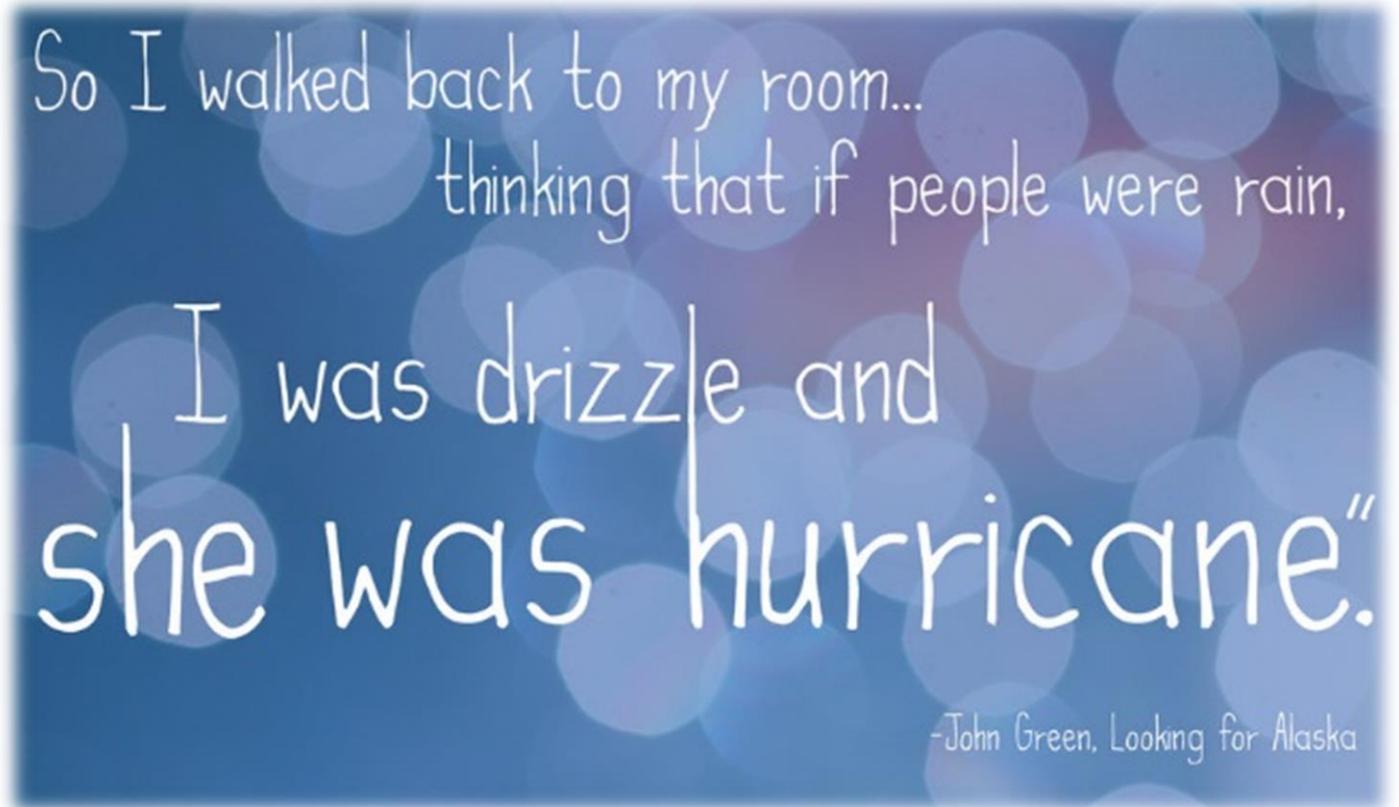
# What is an event?

“A planned public, corporate or social occasion”



# Types of events

- Events vary in nature, apart from form one other way of grouping them is by simplicity or otherwise.
- We need to consider the dynamics involved
  - The number of factors at play
  - Weights of these factors





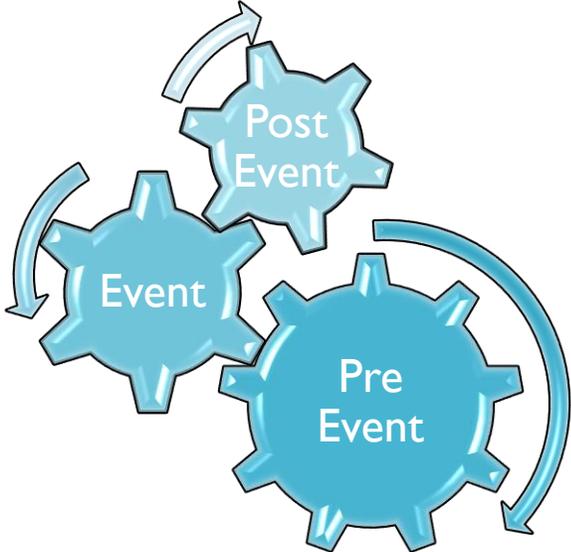
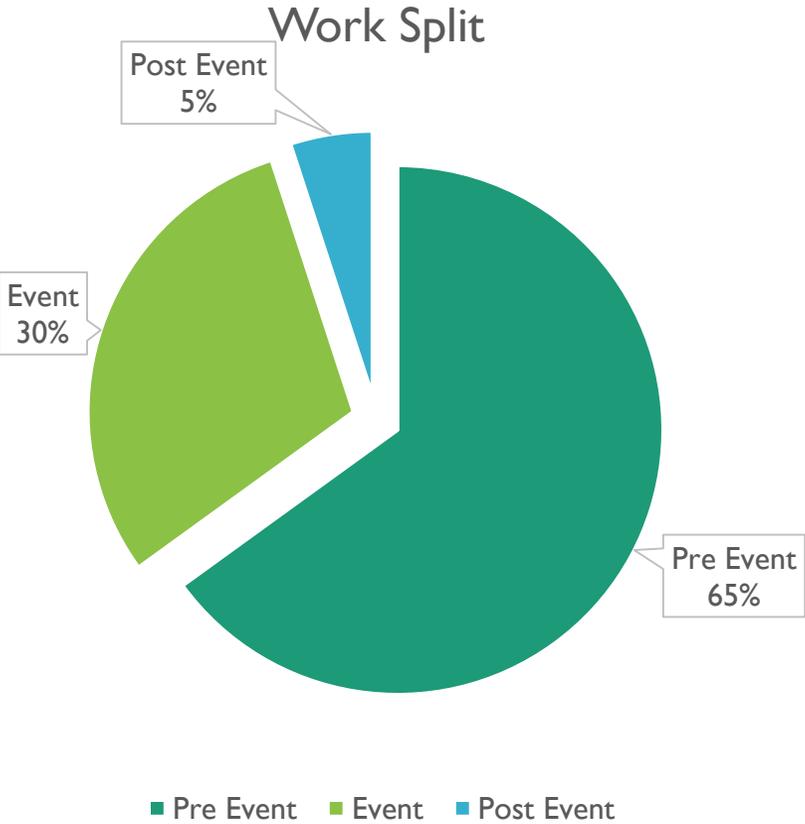
A Guide...

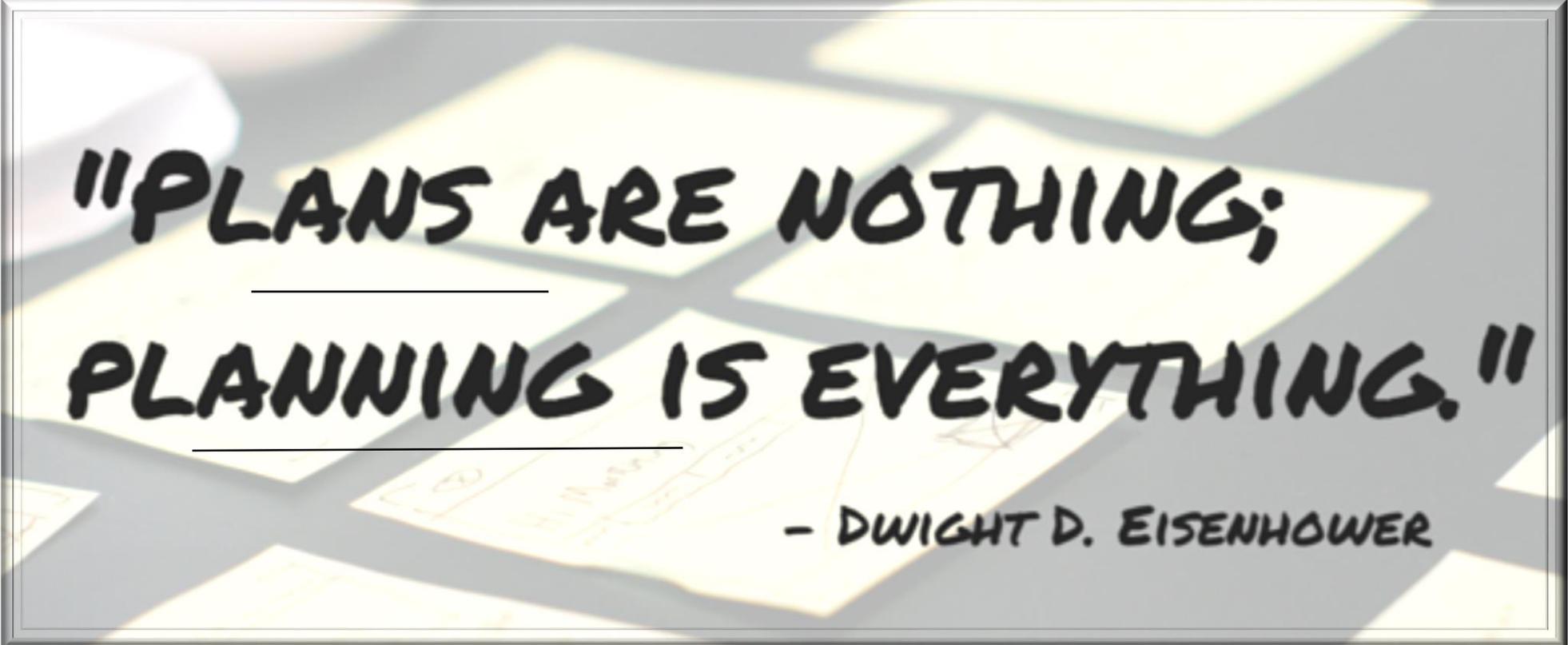
**IT'S ALL IN  
THE DETAILS.**

# Approach

1. Segment task in phases
2. **JUST DO IT!**

# Segmentation - level & sequence of effort





**"PLANS ARE NOTHING;  
PLANNING IS EVERYTHING."**

**- DWIGHT D. EISENHOWER**

# Pre-event

- Innovating

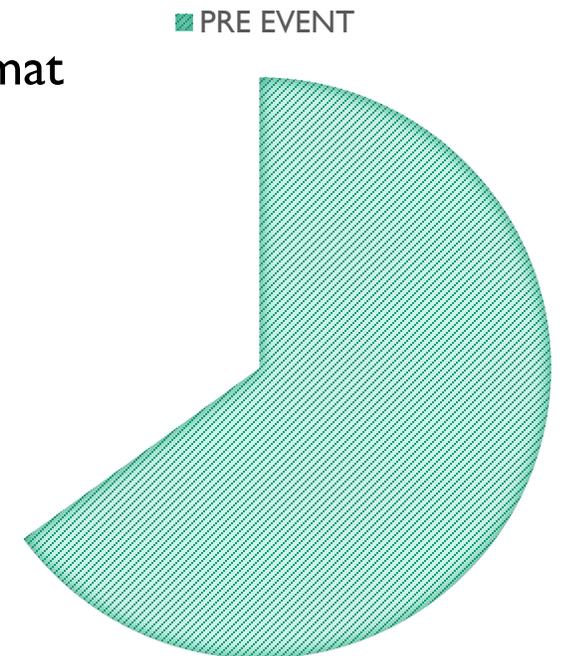
- Building the Brief
- Conceptualization....  
Agenda / Event  
Design

- Organizing

- Task list
- Location
- Guests\*\*\*
- Vendors
- Logistics
- Budget\*\*\*

- Logistics Production

- Graphics
- Copy
- Flow, format
- Agenda



# Innovating - Building a brief

*“The brief is the brand manual  
of the event.”*

*-Yvonne Ocloo*

- Type of event:
- Location:
- Date:
- Guests:...
- Requirements:
- Time:
- Theme:
- Transportation:
- Budget:
- Vision:
- Objective:
- Notes:

# Innovating - Conceptualize...

- Bring ALL stakeholders to the table
- Brainstorm the event
- A concept note ? Agenda?
  - What is the need?
  - What should the event achieve?
  - Who is needed



# Organizing

## Task List

- Gantt chart / check list
- Itinerary

## Location

- Shortlisting
- Visting
- Pricing
- Decision

## Guests – People Factor

- Speakers/  
Keynotes/  
Guest of  
Honour/ AMB  
/ MD
- Facilitators /  
Moderators
- Participants /  
Audience

## Logistics

- Vendors

## Budget

# Logistics Production

- The time phase where your plans start to materialize
  - Materials
  - Finalizing the numbers
  - Rehearsals
  - Flow, Format

# The event



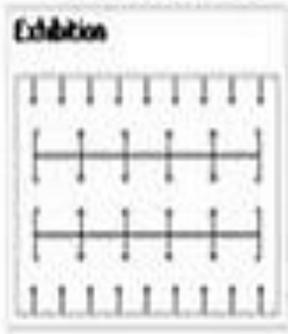
# Event

- Set up
  - Floor plans
  - Décor / branding
  - Material
  - Breaks
  - Side events & Entertainment
- Execution
  - Production...
- EVALUATE

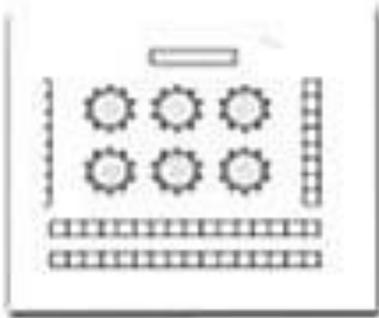


# Set Up - Floor Plans

**Exhibition**



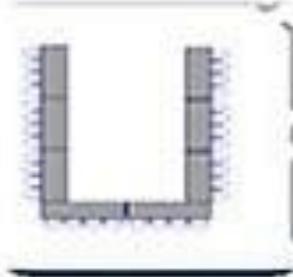
**Gallery & workshop**



**Classroom seating**



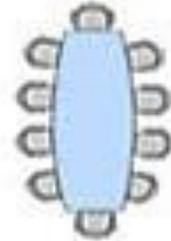
**U Shape seating**



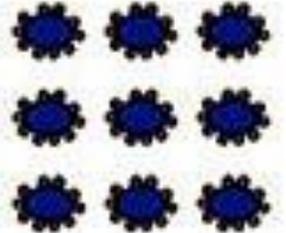
**Hallow square**



**Boardroom seating**



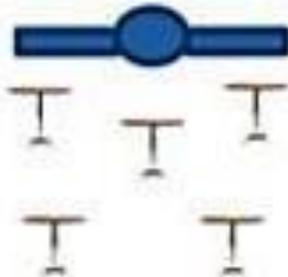
**Banquet Plated**



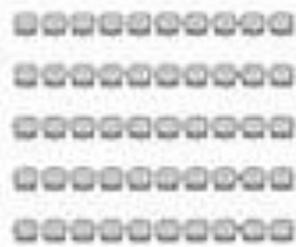
**Banquet style with Dance floor**



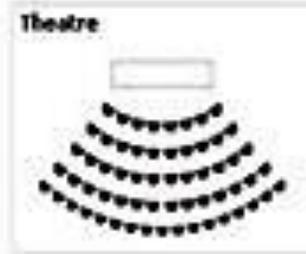
**Cocktail reception**



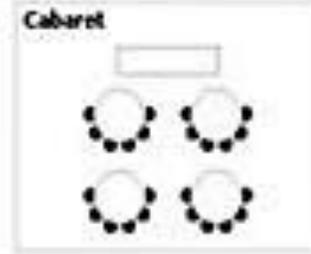
**Theatre seating**



**Theatre seating**



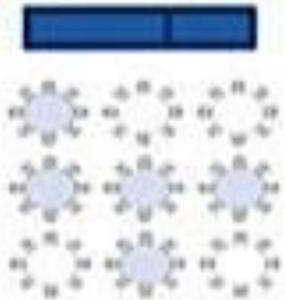
**Cabaret**



**Wedding Ceremony**



**Banquet Buffet**



# Execution

- Arrivals
- Registration
- Protocols
  - VIPS
  - Compliments
  - Seating
- Running the events – sessions and breaks
- Set up rehashed



Yvonne Ocloo

- *“Event production is the magic that makes the action happen” – [www.ted.com](http://www.ted.com)*

# Evaluation

- Do it on the spot
- Do it digital ... if you can help it
- Tie it to souvenirs / goodies
- Absolutely necessary for recurring events

*“Evaluate or  
devalue” –  
Yvonne Ocloo*

# Post event



# Post event

- Thank you
- Media
- Tidy up
  - finance
- Reports
- Start all over again

# Tips & Tools

- Per experience, get help if
  - You are expecting large numbers
  - You are more than a few VIPs
  - It is not your day job
  - You are functionary in the event
  - It is a technical event and the subject matter is not your specialty
- Tools
  - [Online event checklist guide](#)
  - <https://www.google.com.gh/forms/about/>
  - Survey monkey

Thank You