THE CEO - CHIEF EVENTS OFFICER, CHEAT SHEET

OBJECTIVES

- ☐ Establish Clear Event Goals for each event the
- ☐ Align Events with Corporate Strategy. Ensure that event objectives are in sync with the overall business strategy.
- ☐ Innovate Event Concepts. Attend event industry events to stay on top of new event concepts to stay ahead of industry trends.
- ☐ Develop and maintain a multi-year event strategy.
- ☐ Regularly engage with key stakeholders to understand their needs and expectations from events.
- ☐ Implement a process for continual refinement of event objectives based on feedback and performance.
- ☐ Proactively experiment into new ways of connecting attendees to keep the business relevant.

FINANCIAL PERFORMANCE

- ☐ Participate in event budgets creation and maintain constant monitoring.
- ☐ Implement strategies for cost reduction and efficient resource utilization.
- ☐ Regularly analyze and report on the return on investment (ROI) of each event.
- ☐ Explore and implement new revenue streams through events (e.g., sponsorships, partnerships).
- ☐ Ensure accurate and timely financial reporting for events.
- ☐ Oversee contract negotiations with vendors and partners to ensure favorable terms.

TEAM

- ☐ Provide clear direction and leadership to the events team.
- ☐ Ensure team members are trained and equipped with necessary skills.
- ☐ Regularly review team performance and provide constructive feedback.
- ☐ Oversee the hiring and onboarding process for new team members.
- ☐ Foster collaboration between the events team and other departments. Facilitate connections with other C-levels.
- ☐ Keep a high team morale and a positive work environment.

DATA

- ☐ Implement systems for efficient data collection from events.
- ☐ Regularly review event data to extract insights and trends.
- ☐ Do not roll out events without proper measurement in place.
- ☐ Quickly act on portfolio items performance. Distribute wins, minimize losses.
- ☐ Ensure compliance with data protection regulations.
- ☐ Develop deep feedback loops from in-person, online and hybrid attendees.

EXPERIENCE

- ☐ Ensure that events consistently reflect and promote the company's brand.
- ☐ Review latest developments in experience design. Roll them out incrementally.
- ☐ Guarantee that events are accessible and inclusive to all attendees.
- ☐ Leverage, plan and measure attendees connection.
- ☐ Design for engagement, track the outcomes
- ☐ Develop programs for engaging attendees after the event.

EVENT TECH

- ☐ Stay on top of new technologies to enhance attendee experience.
- ☐ Participate in tech demos. Understand key requirements.
- ☐ Ensure a solid tech stack with vertical tools for specific event needs.
- ☐ Consolidate all tech stack. Own all final decisions.
- ☐ Negotiate hard. Avoid multi-year deals.
- ☐ Consider the front end attendee experience. Decide for CMS and vertical technical requirements.
- ☐ Create and check with an event tech team.
- ☐ Ensure compliance with data protection laws.

SUSTAINABILITY AND CSR

- ☐ Commit to the sustainability of the overall program.
- ☐ Develop strategies to minimize the carbon footprint of the portfolio.
- ☐ Incorporate community engagement and support.
- ☐ Select suppliers and partners adhere to sustainability standards.
- ☐ Regularly report on sustainability efforts and achievements
- ☐ Integrate CSR initiatives into the program

M&A (MERGERS AND ACQUISITIONS)

- ☐ Oversee the integration of events post-merger or acquisition.
- ☐ Ensure cultural alignment in events involving merged or acquired entities.
- ☐ Conduct thorough due diligence for event-related partnerships and acquisitions.
- ☐ Align event strategies post-M&A for cohesive brand messaging.

REPORTING

- ☐ Regularly report on the performance of each event.
- ☐ Monitor and report on KPIs for portfolio.
- ☐ Prepare and present reports to stakeholders on event outcomes.
- ☐ Consider non financial objective reporting. Engagement, CSR, Impact.
- ☐ Report on performance against competitors.
- ☐ Compile and share learnings and feedback from each event.
- ☐ Future Recommendations: Provide strategic recommendations for future events based on reporting insights.

☞ Elevate your career.
Get access to Boldpush+ **Boldpush**