

9 ESSENTIAL

Event Planning Questions You Should be Asking

Delight your attendees by minimizing risks and being prepared for all eventualities

Your event is coming up and you've done your planning. Hang on, though. Any experienced event planner will tell you it's all too easy to miss an essential element of success or overlook a risk that could make managing your event much harder than it needs to be.

Blerter



1

Have you got your crowd numbers right?

The more people you allow into your venue the greater the risk of problems and, potentially, the less chance your attendees will have a good experience. Few people really enjoy the crush of a crowd. You don't want to read, "It was too crowded! We couldn't get where we wanted to go", in your feedback forms. A few questions to ask yourself to help avoid this:

- What's the capacity of your venue? It might pay to reduce your numbers
- Can you expand your event space to give people more room to move around? Maybe the venue has another room, or you could expand the area you are using.
- How many people can you offer a safe environment that allows them to enjoy your event? Reduce crowd density to make it easier to respond to emergencies, remove risks associated with tightly packed crowds and increase the enjoyment of attendees.



2

Have you put aside enough budget and lined up the resource you need to cover health & safety, and security requirements?

Having the right people on your event team is a big part of ensuring your attendees' health and safety.

- Have you got the health & safety expertise you need to mitigate risks and comply with relevant regulations?
- Hosting a large event? You will need emergency medical assistance at the venue.
- Staff your event with qualified security personnel who are well trained. Can you rely on security staff to deal with issues that might arise appropriately?



3

Do you have a detailed and venue-specific risk management plan in place?

Every venue is different. And you need to plan around different hazards and risks for each event you manage. It's crucial that you know your venue and have worked through the three essential steps to effective risk management:

- Hazard identification – have you worked with your venue's managers to identify all the potential hazards (the floor or path that will become slippery from wet feet or rain, the low door, etc.)?
- Risk assessment and prioritization – have you identified the most significant hazards and made a priority list of the risks associated with them?
- Risk control – have you developed logical and practical ways to mitigate or remove the risks you identified? (What's your emergency plan?)

“Before anything else, preparation is the key to success”

Alexander Graham Bell



4 Have you prepared for everything the weather might throw at you?

Some elements of an event simply can't be controlled. And weather is one of them. Even indoor events can be affected by weather, and mitigating risks associated with weather changes is essential when it comes to outdoor events.

- Set up your event in a way that makes it resistant to inclement weather. (Not possible? Then, you need to be aware of how bad weather might affect your setup and have a plan and contingencies in place for dealing with issues poor weather will cause).
- Running an outdoor event? Having a good strategy in place for mitigating risk around weather changes, might just be the key to your event going ahead when the weather doesn't cooperate with your plans.



5

Are you making the most of the safety software, tech and security tools available to you?

Do your research. There might just be a solution available to you for that safety or security problem that you're losing sleep over. Search out and adopt more sophisticated safety and security measures where your budget allows. The right technology and software solution might, not only make your job easier, but also save you money by saving you time and effort.

“A great event, like the devil, is in the details.”

**Julian Solaris, Editor
Event Manager Blog**



6

Have you got a robust plan for implementing your Health & Safety measures across the venue and fail-safe plans for dealing with emergencies?

Health & Safety and emergency management is all about attention to detail and careful planning of coordinated responses to possible problems. There are a lot of questions to answer here:

- In the case of an emergency what is the plan for:
 - Raising the alarm?
 - Informing attendees/public?
 - Onsite emergency response?
 - Summoning and liaising with emergency services?
 - Crowd management, including evacuation?
 - Traffic management?
 - First aid and casualty management?
- How will venue personnel allow access for emergency responders and notify you about the situation?
- How will you make sure event safety and planning procedures are properly implemented? (Not just by you but also by your vendors, suppliers, partners etc. Are they all following the safety guidelines? Do they have risk assessments in place?)



7

Have you developed detailed job descriptions for all your event staff?

People need to know what their responsibilities are. This will help reduce risk because people will understand their role clearly and be able to react effectively and efficiently in the event of any incidents.



8

Have you drawn on all the expertise you need for a successful event?

You can't be an expert in everything. Bring in expert opinions where you need them to ensure you have best practice in place and are well prepared for any eventuality. Experts will help you evaluate risks and opportunities. They'll also help you achieve the peace of mind that comes with confidence you've covered all your bases. For instance, including a security expert in your planning meetings will help you identify security risks you may have overlooked otherwise.



9

Have you got a good plan for communication and coordinating your team in good times and bad?

Even a small event will include a diverse team – caterers or food vendors, lighting people, security, sound, volunteers, venue staff, etc. Coordinating everyone might just be the most important thing when it comes to creating a successful event or dealing with an emergency.

- Ensure good coordination and communication with experts across your event - using their expertise will help you make sure every aspect of your event will put a smile of your attendees faces.
- Make sure you have a crisis communications plan for your event team. That way, people know what they need to know as quickly as possible and they can communicate with attendees and other team members in an effective, timely manner.

If you've answered yes to all these questions, you're in pretty good shape for your event.

Event management is a juggling act. Covering all these bases prepares you to juggle well and create an amazing event where everyone involved can have a memorable experience in a safe environment.

Blerter is the better way to communicate and collaborate with your entire event crew while creating a safe environment for everyone involved in your events.

Find out how it can enhance your event experience by talking to us today:

[Book in a Meeting](#)