

# Meet Cambridge

## Event Planners' Toolkit

### Delegates

- Make sure name badges are clear and easy to read and that you have a supply of spares!
- Colour code organisers badges, so delegates can find help quickly and easily.
- If WiFi is available for delegates use during the event, or at their accommodation ensure delegates know where to obtain passwords/codes especially if they will need different passwords at different venues.

### Finance

- Always over estimate!
- Compare delegate package prices with paying separately for room hire, catering etc.

### Feedback

- Give your delegates an incentive to provide feedback.
- Check social media using keywords during the event to allow you to monitor delegates, experiences and react quickly to any negative comments.

### Press & Publicity

- Brief photographers and journalists clearly in advance of your event to avoid any confusion on the day.
- Make sure any speakers you film, or photograph have given their consent and post notices throughout the venue to advise delegates that filming and photography may be in progress.
- Consider having a film of your event made to extend the reach of your conference beyond the actual event. The film could then be made available on your conference web site and social media channels and used to help promote your organisation to potential members.

### Social Media

- Give your event a hashtag as soon as it's confirmed and begin to Tweet! It's a free, quick and easy way to publicise your event.
- Make sure all your delegates know what the event hashtag is and put it on all of your literature. Delegates can then start to follow the hashtag and begin to network with other delegates before the event begins.
- Create an event community on Facebook and LinkedIn to allow delegates to start the dialogue before the event begins.
- Social media is a powerful tool for events, but if you're not sure about using it, or don't have the time then it's best left to the experts, as it will require careful monitoring before, during and after the event.

#### Meet Cambridge

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