

Event Management Toolkit

v.2

written by
the 'LinkedIn Event Planning and Management Group'

edited by Julius Solaris for 'Event Manager Blog'

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Introduction

A collective project

The [Event Planning & Management Group](#) is an online community of event professionals on www.linkedin.com .

Few months ago the community was asked to give its contribution in creating an event management toolkit which could be of use the day of the event.

The response was of incredible quality and we felt the need to share it on Event Manager Blog.

Julius Solaris
www.eventmanagerblog.com

The format of the toolkit is as follows:

- Name of the event professional
- Link to their business
- Type of events managed
- How do you feel the day of the event?
- What is your toolkit for the day of the event?



Angie De Meo - HOST Destination Management

www.hostdmc.com

Type of events managed

In-bound Incentive Groups, Meetings, Conferences, Seminars, Trade Shows - Small to extremely large audiences

How do you feel the day of the event?

On a HUGE High Usually.

Too busy to feel anything, running around to make sure event is flowing as it should, keeping client happy, checking to insure staff are doing what they should be doing.

When it is over, I am thrilled we executed another excellent event and happy it's all over and then.... the LOW starts to kick in.... sad that it is actually over!

What is your toolkit for the day of the event?

- Exacto Knife
- Shipping Tape
- Emergency Kit (bandages, aspirins, tums, etc.)
- Printer, Paper
- Pens
- Notepads
- Markers
- Small Tool Kit
- Cash Money for emergency purchases



Brad Oosterhis - Live Spark Inc

www.live-spark.com

Type of events managed

Corporate Meetings, Trade shows, Road Tours - Special events that require a unique creative tool to keep attendees engaged, improve retention and promote buy-in to the messages at hand.

How do you feel the day of the event?

Finally show time! All the creative prep work is done and it's up to our creative talent to draw the audience in and have fun with the message.

What is your toolkit for the day of the event?

- Lots of bottled water
- Directions to nearest bathroom
- "Can-do" smile on your face
- Make them look good performance.



MW Savant - Savvy Planners

www.savvyplanners.com

Type of events managed

Weddings, Galas, Special Events, Festivals.

How do you feel the day of the event?

Finally at the point where sleep is possible, pre-show, because it's all done and ready. Event day is calm and collected.

When it is over, I am Grateful! Glad that the client is floored and happy, grateful to take of my SHOES at the end of a thirteen hour day! Grateful for our teams... just grateful. I mourn the end of the event for an hour then turn to tomorrow's.

What is your toolkit for the day of the event?

- PINS! Straight pins, safety pins, bobby pins! PINS!!!
- Scissors
- Glue
- Staples
- Two way radios
- Chargers
- Timelines
- Floorplans
- Seating charts
- Guestlists
- Pens
- Promo stuff for requests
- Emergency kit (socks, hose, dummy rings, antacid)
- TWO of little airline-sized bottles of Godiva Liqueur Chocolat... because SOMETIMES, on RARE occasions, a couple gets a teensy little bit "PARCHED" before the moment and are just too thirsty to make it down the aisle. ;-)



Mark Bowling - BlackSheep Productions

www.blacksheep-productions.com

Type of events managed

Sales Meetings, C-level Meetings, Road Shows, Incentive Programs, Shareholder Meetings, Analyst Meetings, Conferences, Seminars, Product Rollouts, Executive Retreats, Workshops.

How do you feel the day of the event?

The first day of show is a day of excitement where months of anticipation and planning culminate into an almost surreal experience.

What is your toolkit for the day of the event?

- Stocked Production Office (computers, printers, scanner, office supplies)
- Snacks (sweet and salty)
- Beverages (sodas, water, juice)
- First aid kit
- EmergenC and Airborne (to keep onsite colds at bay)
- Paychecks for contracted labor
- Petty cash and a little luck... To paraphrase Arnold Palmer... "It's a funny thing. The better I plan, the luckier I get."

Anne Thornley-Brown - Executive Oasis International

www.executiveoasis.com

Type of events managed

Business Team Building Simulations, Executive Retreats, Incentive Trips, Sales Rallies, Upscale Recreational Events for Teams, Gala Dinners

How do you feel the day of the event?

There is always some caution the day before the event as I like to double and triple check the set up, supplies and any special requirements that specific participants/delegates have identified. On the day of the event, I am excited, pumped and ready to go particularly if I am in the Middle East, Asia or the Caribbean. I am also alert in case there is anything that pops up at the last minute that requires attention.

My 2 summers as an Air Canada flight attendant when I was at McGill University have taught me to be ready to go at a moment's notice. My laptop case is always packed and ready to go with:

What is your toolkit for the day of the event?

- Bag with Masking Tape/Painters Tape/Mr. Sketch Markers as well as Chimes, and toy pager in case I have to get the group's attention.
- Air Pollution/Dust Mask - I am a fast learner after being in Asia for SARS and in Malaysia during haze (when the air quality index approached 400).
- An extra pair of shoes for running around before and after the event (flat Hush Puppy suede penny loafers that I picked up at KLCC in Kuala Lumpur)
- Extra hose (don't tell anyone, it's a secret)
- DVDs with music and scenery to play during set up/take down and to relax the group upon arrival and after lunch.
- Reggae Music for reggae dance energizers - hey, I'm Jamaican, I can't help it.
- Gum and Pepto Bismol - to ease with the adjustment to the variety of exotic foods I have fun trying when I travel.
- The bag with all my liquids and gels for aircraft carry-on.
- 10. Brochure for place nearby where I have booked a massage and reflexology treatment for the end of each day for the event. YES!!!



Caryl Mallory - Check it Out

www.checkitout.org

Type of events managed

Conferences for IT Professionals to explore how IT is used in missions and how they can be involved from home or on the field.

How do you feel the day of the event?

I usually am excited but sometimes overwhelmed as I don't have knowledgeable assistants when we do conferences away from our home base. Helpers don't know the software for registration and don't know how to answer most questions as even staff double check with me about arrangements.

What is your toolkit for the day of the event?

- Laptops with conference software registration and presentation laptop with all PowerPoints for the morning/afternoon/eveing session in one PowerPoint so that the next speaker only hits enter. Allows smooth transition.
- Laptop designated to time speakers, to keep everyone on track and on time.
- Money bag for last minute expenses, change and keeps receipts all in one place.
- Staff/speaker specific schedules so they know when they are doing what versus the more general attendee one.
- Office supplies (printer paper, carpet tape, tape, stapler, pens etc.)
- Camera to document the event for PR purposes.
- Electronic items - Laser pointer, slide advancer, Skype headset, extra cords and backup Internet connection through Spirit.
- Extra registration forms, materials and folders for last minute walkins.
- Flash drive with all presentations/videos safely on it in case the presentation laptop dies or get dropped and stops working (learned by experience!)
- Batteries for microphones!

Barbara Maldonado - Business Development Manager

www.twitter.com/bmaldonado

Type of events managed

Large Scale Private events, Private Rock Concerts, Spring Break Promotions in Acapulco and Spa Day events throughout the U.S.

How do you feel the day of the event?

I usually feel anxious and ready to seize the day. I know that not everything is going to go right. I start the day with sugar...a Coke to be exact and I am off to the venue. Once I check in and make sure that the load-in is on its way I send a runner to grab breakfast sandwiches for the key event management team since full craft services are usually not running until lunch. The recipe for success is to have all of your contacts handy and an can-do, positive attitude no matter what happens...if your crack, your team will fold right after you.

What is your toolkit for the day of the event?

- OGIO backpack (padded for your laptop and secret pockets for your iPod)
- Cell phone charger
- Laptop with Extra battery
- Sharpie markers (black and silver)
- Full change of clothes for event...you never have time to go back to the hotel and change...
- Contact list of key personnel and vendors (have it printed out in case you have to delegate). Make sure that your team has important numbers programmed into their cell phones
- A runner that has a car and the venue vouches for (no newbies or star-stuck interns work on my shows!)
- Contracts, certificates of insurance and nearest route to hospital
- Petty cash
- Walkie talkies!



Ramesh Chetwani - Dickenson Media Pvt. Ltd

www.dickensonmedia.com

Type of events managed

Conferences, Exhibitions, Roadshows across verticals. We also release magazines related to Private Equity along with Event Management services

How do you feel the day of the event?

Not nervous anymore. Previous night in fact - the setup night...ensuring the Marketing team has put up the event well. I feel very happy when, in the morning I take a walk through the entire event including backdrop checks, stage, materials required from banquets, registration desk. The day of the event I feel charged (to run around for last minute requirements/changes), team briefing before the event kick-starts, ready to network (do my homework on the audience attending for future projects & business development), ensure the quality is at its peak, PR with sponsors/exhibitors, speaker/VIP protocol, closing note. After the event I stretch, and feel proud I executed another successful event, take feedback from clients, small drink session with team

What is your toolkit for the day of the event?

- Pens
- Pins
- Folders
- Conference Agenda
- Speaker Profiles
- Handphone numbers of people required all time
- Walkies
- Cash for emergency
- Jacket
- Laptop + Mobile charger
- Smokes
- Guestlist
- Detailed Floorplan
- Signage Printouts



Phyllis M. Shelton - iPower Global Solutions

www.ipowergs.com

Type of events managed

Conferences, Seminars, Workshops, Fundraiser, Galas & Special Events

How do you feel the day of the event?

Excited to see months of planning unfolding into a positive and productive event. Everyone and Everything is in place. Knowing that the client is more than pleased with the outcome. I have checked and triple checked all the specs and reviewed the contingency plans. I am smiling - it's a great day.

What is your toolkit for the day of the event?

- Cell phone charger
- Laptop with extra battery - camera
- Sharpie markers & Office Supplies
- Full change of clothes for event (including flats for running around)
- Contact list of key personnel, media contact and vendors
- Staff, Media & Speakers Schedules
- Floorplans
- Seating charts
- Guestlists
- Timelines
- Speakers notes
- Promo items
- Flash drive with all presentations/videos/schedules safely on it "just in case"
- Petty Cash
- Bottle Water & Snacks

Tammy Dawson - AEGON USA

www.aegon.com

Type of events managed

Corporate Meetings and Events, Preakness, Board Meetings, Annual conferences

How do you feel the day of the event?

Excited to see everything come together and have that game on smile and ready to greet our attendees. Gosh we love what we do and are so excited when meeting day comes. BRING IT ON.

What is your toolkit for the day of the event?

- International adapters for electric
- Signage for lobby and meeting rooms
- Time line of minute by minute tasks that will take place
- Office in a bag - everything you need for a moving office.
- Laptop and battery
- Meeting binder - contains contracts, attendee info all details and BEO's
- Contact numbers for all vendors and key personal
- Envelopes and thank you cards for end of event or confidential papers.
- Packing tape and shipping labels
- First aid kit - Advil, Pepto, Band-aids, spot remover, batteries.



Brett Taylor - Independent Event Manager

www.linkedin.com/bretttaylor

Type of events managed

Action Sports, Skate, Moto, Ski, World Record Attempts

How do you feel the day of the event?

Tired after days of Load in, but ready for insane crowds and a great atmosphere.

What is your toolkit for the day of the event?

- Cell Phone and Charger
- Leatherman
- Radio
- Zipties
- Run of show Schedule
- Laptop
- Duct Tape
- Camera
- Socks
- Cold Beer for post event



Balwant Joshi - Sports Management

www.sportzvillage.com

Type of events managed

Corporate Sports events

How do you feel the day of the event?

Follow the checklist and ensure everything is in place! First few hours are very hectic but enjoyable. When it is over I feel very happy that we have executed one more event.

We also discuss what all good things we have done in the event and what areas we need to improve. Every event is a learning experience for us.

What is your toolkit for the day of the event?

- Event Checklist
- Mobile no of key contacts
- Enough cash for emergencies

Kim Rix - The SaVVy Club

www.savvyclub.co.uk/

Type of events managed

Sport Events, Theatre Evenings, Cocktail Parties, Private Tours, Opera Evenings

How do you feel the day of the event?

Nervous and excited. No matter how well organised you are something always crops up on the day and it's usually not helpful.

Guests forget where to be at what time or cancel last minute for business reasons leaving empty seats or unused tickets, for example. Also, the weather can make all the difference - not just to your event toolkit but to the whole mood of the event, especially if it's outdoors (Royal Ascot, Henley Regatta, for example).

There's never a dull moment with social events.

What is your toolkit for the day of the event?

- Umbrella - Not just for those wet outdoor events but for sunny days too
- BlackBerry - to keep an eye on email (possible last minute cancellations) as well as being available for emergency phone calls.
- Bottle opener – probably the most important item in my toolkit (for a social event) although normally speaking the only bottles opened are of the popping kind!
- My 'bits'n'bobs' bag – string, selotape, black marker pen, scissors, blue-tak, super-glue, pens, bull-dog clips etc
- Extra strong mints
- The Guest list and contact list – names and emergency phone numbers
- Company credit card and/or pettycash
- Business cards for ID and handing out - when people see how much fun we're having, they usually ask how they can join in next time.
- A-Z and tube map of London
- Digital camera to capture those magic moments!

Mandi Bateson - Macquarie Telecom

www.linkedin.com/in/rennettegrace

Type of events managed

B2B events focused on acquisition and retention including Seminars, Roundtables, Gala dinners, Master Classes

How do you feel the day of the event?

On event day I feel focussed and cautious, trying to anticipate any issues as they arise and looking for opportunities to improve next time. While this sounds a little negative I do make sure I enjoy the day as it goes, normally through being extra social with attendees and speakers.

What is your toolkit for the day of the event?

- Cloth Tape (specifically to tape down electrical cords)
- Masking Tape
- Double sided velcro dots
- Sharpies
- Power Board
- Scissors
- Clipboard
- Peppermint leg cooling spray
- Garbage bags
- 'The Folder' - which includes attendee list by name, attendee list by company, bump in schedule, agenda, contact list, menus, maps, parking passes and blank name tags all in one convenient segmented folder.



Rennette Grace - Rennette K. Grace

www.linkedin.com/in/rennetegrace

Type of events managed

Corporate Business Meetings, Product Launches, Technology Forums, Car Shows, Incentive Travel Programs

How do you feel the day of the event?

My work involves more than one day, but the biggest day is either Arrival Day or Awards Banquet Day. The way I feel on these days is similar to a marathon runner.

I know that I've done the training for it (I've prepped), and I know that it is going to be a long distance between the start and the finish, so it is important for me to remember to pace myself - don't get ahead of myself, and don't let down my guard - just do as I've been trained to do, taking it all in stride, one step after another.

I also need to be ready for surprises along the way and not let them take me down. I need to finish strong so I can't let myself get zapped of energy early on.

What is your toolkit for the day of the event?

- Prayer
- All plans, papers, contacts, BEO's, schedules, etc. in a binder to carry with me
- Good communication skills with key team members
- Cellphone/Nextels/email access for updates
- Fastest route between each location memorized
- Slim Fast Bars
- Diet Pepsi
- Post-it notes and pen in left pocket of slacks to write notes as attendees stop me with requests
- Smile
- More Smiles



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