



Event

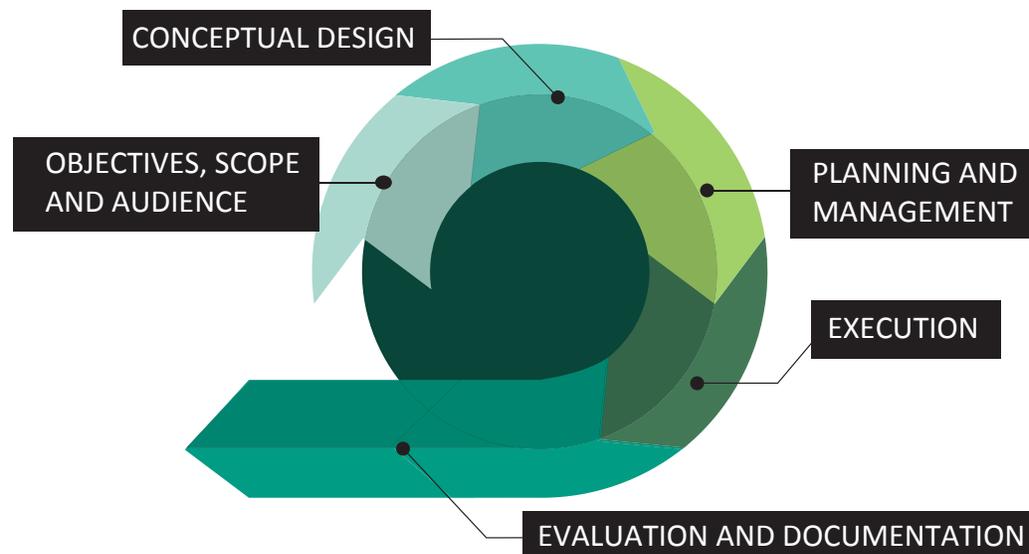
What is it?

An event is a planned and organized activity where members of a group and people interested in a subject meet for the transfer of knowledge and experience, and where personal contact is key.

There are different types of events, depending on the objective, scope, size, attendees and duration:

- **Congresses:** Regular meetings (annual, biennial, etc.) that are usually linked to members of an association or entity. The approximate length of each one can vary from approximately two to five days.
- **Working Days:** Similar to a congress, but smaller in scope and number of attendees. Its duration is approximately one to two days.
- **Conferences:** Meetings used to convey a message or to share information on a particular subject. Must be of short duration to get the most attention from the audience.
- **Workshops:** Activities that allow for exchanges between participants, which may include various kinds of practices and interactions between speakers and the workshop attendees. Its duration is approximately 3-8 hours and can be done within a congress or conference, or separately.
- **Seminars:** Meeting where a particular topic is developed in depth. The duration varies according to the program (from 2 hours to up to 3 months with a certain frequency).
- **Other events** are excellent venues for communicating the results and lessons learned from projects. They also facilitate networking and collaboration among implementing agencies, the MIF, project teams and their audiences.

How is it done?



1. Definition of objective, scope and audience

The first step in the preparation of an event must be to answer the following questions:

1. **Objective:** What do you want to achieve with the event? It is necessary to define the main goal, for example: raising awareness, sharing insight on a subject, determining accountability, etc.
2. **Audience:** What is the target audience? It is essential to identify and thoroughly define the target guests of the event, what we expect of them and who is best suited to convey the messages, for example: a potential solution to a particular problem of an audience.
3. **Scope:** What knowledge do you want to disseminate? You need to identify high-level content and key messages that will be included in the event, for example, present the results of a project, tell the story of a project, the lessons learned, the context of the project, etc.

2. Conceptual design of the event:

Once the objective, scope and target audience are defined, you need to conceptualize and design the event and its main features:

- **Available budget and funding sources:** It is necessary to plan the event based on the available budget and to identify funding sources. From there, it is recommended to prepare a budget based on available information from previous events (analogous estimate).
- **Partners and/or Contributors:** It is recommended to seek collaborators and partners for the organization of events, in order to enrich the content, enhance networking and optimize organizational costs. You must take into account the possibility of participating in events organized by other institutions where the MIF or the Executing Agency does not have the role of lead organizer.
- **Type of Event:** It is necessary to decide what type of event you want to organize: workshop, seminar, conference, working day, etc.
- **Date and time:** It is necessary to choose a date, time and duration that will enhance participation in the event.
- **Calendar Event or Program:** It is necessary to identify the activities and the specific content of the event, the speakers most suitable for each case and, if necessary, the audiovisuals that will be presented.
- **Indicators of success or failure:** Finally, you need to establish a set of indicators that will allow you to evaluate the success or failure of the event (e.g. press coverage, number of attendees, etc.)

3. Event planning and management:

The organization of an event, regardless of the type and size, requires good advance planning. Planning should take into account all relevant activities, the time required to complete them and the responsible parties.

The main components that must be taken into account when planning an event are:

- Management of the speakers and guests: Making the guest list, sending invitations, tracking attendance, confirmation, guest registration, etc.
- Sponsorship and branding of the event: Finding sponsors and supporters, creating the institutional image of the event, program design, invitation design, choosing and managing event promotional materials, etc.

- Communication strategy: Developing the event's communication plan, advertising on the most appropriate channels, developing press releases before or after the event, etc. It's important to coordinate in advance with journalists and local media outlets, such as TV and radio stations, to maximize coverage of the event.
- Logistics: Renting the venue, managing the necessary permits, hiring security, managing necessary audiovisual equipment requirements, addressing staffing needs (e.g. photographer, hostesses, etc.), hiring caterers, etc.
- Managing the established budget: It is critical to keep close track of all expenses in order to avoid incurring unexpected costs and secure the necessary funding.

At this point you must ensure that the event meets the institutional identity guidelines of the organizations (MIF and Executing Agency), for example, the location of their logos on invitations, banners, marketing materials, etc.

Before the event it is recommended to schedule a meeting with the Executing Agency and the MIF teams to review the checklist of the event and make sure everything is ready.

4. Development of the event:

Before the event begins it is recommended to check that sound systems, Internet connectivity, lighting, etc. are all functioning properly so that adjustments may be made if needed.

During the event, it is important to document it through photographs and video and by gathering any materials that can be used for documentation (e.g. projected presentations, files, etc.).

Before the closing ceremony it is recommended to distribute a survey to obtain feedback from participants. For this it is necessary to identify aspects of the event on which it would be useful to receive information, such as: content, speakers, venue, duration, format, etc. You can create a questionnaire and distribute it on site, or subsequently submit the survey electronically later.

5. Assessment and documentation of the event

The post-event phase consists of four major steps:

- Written or recorded communication in the form of a press release directed to the media and key audiences in order to give visibility to the event and disseminate its main results. For more information on the development of press releases, visit that section of the Communication Toolkit.
- Evaluation of the event through analyzing indicators of success and failure and survey results .
- Meeting with the team to capture lessons learned for future events.
- Collection of documentation used during the event and public disclosure where appropriate (presentations, etc.), either through the website, social media or e-newsletters.

ANNEX I - Sample Checklists

Checklist 1: Preparation and Design of the Event

Activity	Date	Person Responsible	Cost	Status
Design of the agenda for the planning meeting				
Establish event's scope and objectives				
Define budget				
Identify roles and responsibilities of the organizing team				
Create organizing committees				
Establish deadlines				
Develop the event's agenda and format				
Identify the location where event will be held				
List possible participants				
Begin promotion and creation of communications materials				
Seek sponsors and/or partners				

Checklist 2: Choice of venue or location where the event will take place

Activity	Date	Person Responsible	Cost	Status
Identify potential venues: hotels, corporate settings, universities, etc.				
Request estimates for costs of site and room rentals, parking, etc. Request estimates for costs of coffee service/meals				
Request estimates for costs of renting materials (audiovisual equipment, microphones, projectors)				
Visit potential venues				
Choose the room or venue where the event will be held				
Evaluate the structure of the venue, identify columns or other architectural elements that may obstruct views.				
Evaluate the venue's accessibility, convenience and security				
Identify transportation options: public transit, taxis, private cars, etc.				
Check the surrounding area to ensure there are no traffic or construction issues.				
Identify the contact person who will provide support during the event.				
Establish payment installment terms.				



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