

How to run a conference

Organisation

- Committee
- Leader
- Marketing – start early
- Marketing plan
- Plan backwards from 1 day before/ 1 week before/ 1 month before
- Who/ when/ why/ what/ how
- Food/ money/ accommodation
- Manage as a project

Goals

- Tone: formal/ informal?
- How to improve next time
- Memorable (food and freebies)

External Speakers

- How to be a good host
- Brief speakers
- Internet connection

Check

- Eating arrangements: vegetarian etc
- Walk through a full day from the delegates perspective

Details

- Name badges
- Power point plugs/ projector adaptors

Transport

- Taxi phone numbers
- Accessible details for all transport modes

Afterwards

- Formal review: what went well/ improvements
- Thank you cards/ gifts
- Testimonials from attendees