



12. The “Seven Sins” of event planning

Have a look at the sins of event planning as designed and compiled by Melanie von Graeve, German Event Coach of the Congress and Conference Service Frankfurt
Internet: www.dkts.de, email: info@dkts.de.

Sin Nr. 7:

Don't lull your guests

Delicious food, darkened meeting room and then it begins - the compulsory powerpoint presentation. 90 flip charts in 45 minutes. Latest after 15 minutes your guest will fall asleep - was that all you can offer? Be brave and ready to break new grounds to invent a real unusual event – take the risks! Your guests will appreciate it.



Sin Nr. 6:

No plan – Professionals always work with the right tools

Use the means of professionals to have an elaborate and detailed event plan, such as check lists, story boards, detailed schedules. Everybody has to be informed on WHO does WHAT WHEN and WHERE.



Sin Nr. 5:

No plan B... For example during bad weather

A good planning is not everything. You also have to consider any unexpected thing to happen – and you need to be prepared to flexibly react to this during an event. Where to go during bad weather? What to do if the speaker can not attend or is delayed? What if the equipment does not work properly? All these things have to be considered whilst planning.

Sin Nr. 4:

Don't starve out your guests

Think of what your guests have already done (during the day) before they really became your guests? If they are hungry, they will not be able to pay attention, even not to the most exciting or motivating speaker.



Customer Event Guide

By Lufthansa City Center.



Sin Nr. 3:

Do not overstrain or under-challenge your participants

Too much information overstrains, less content bores – in both cases your participants stop listening. It is not important which contents or message we would like to deliver, but how – and how much participants will remember and realize. A good mixture of information and entertainment does help a lot. Use every chance to activate your participants and to actively involve them in your concept.

Sin Nr. 2:

Do not let your guests queue

At events we often see queues: At the registration desk, at the name badge booth, at the wardrobe, at the buffet etc. Does this really have to be? Many people actually react very negative on unnecessarily being in a queue. Thus, plan for strategies to avoid these classic bottleneck situations and plan for enough personnel



Sin Nr. 1:

Do not save or cut budgets at the wrong end

We all look for ways how to save money and preserve our event budgets. However, it is important that your saving motivation does not impair your participants' satisfaction. Especially the topic of safety, the consumption and the live experiences and surprise effects can easily suffer from your high saving motivation.



Melanie von Graeve guarantees you perfect events with a wonderful facileness-
The event expert shows you how it works.

Melanie von Graeve: Seminars, event-coaching, inhouse trainings
The congress and conference service Frankfurt www.dkts.de, info@dkts.de.

