

cadmium  
communications

\*helping you communicate

*Someone* has decided to hold an event....and it's down to you to organise everything from start to finish. We know it's not easy. There are a million and one things to think of, plan, remember and action...Let us help you...help you to ask the **right** questions and find the **right** answers.

We appreciate that every event is unique, but there are certain key areas that you should always consider

**1**

the planning

**2**

the place

**3**

the event

**4**

the content

**5**

the extras

**6**

being remembered

the **planning**

**1**

ensure that everyone is aware of the purpose of the event. Where does it fit in with your business strategy and what benefits will it bring?

the **place**

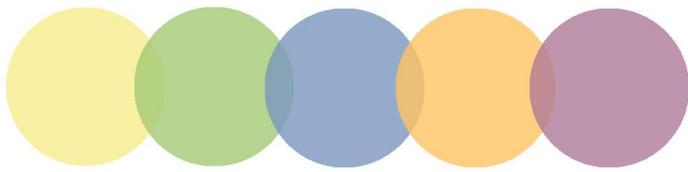
**2**

choosing the right paramount...its' location, transport-links, parking, accommodation and room dimensions, must all be carefully considered, reviewed and confirmed prior to your committing to them.

the **event**

**3**

in achieving your desired purpose, how the event will be staged and managed are vital considerations. The 'style' of the set and staging, the technical support, lights, sound, projection and crewing, all help to create the right atmosphere and environment for your event. Every aspect requires planning and must be clearly understood by you, your colleagues and your chosen AV partner.



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the **content..**

4

good communication is key. Once your presenters know what they want to say, how they say it is equally important. The use of high quality graphic material and visual support, video and music, all help to convey their key messages in a professional, stimulating manner.... And don't forget rehearsals....

**“Practice DOES make perfect!”**

the **extras..**

5

outside of the main considerations of the event are a thousand and one add-ons that may be required. Anything from guest speakers to team building activities, photography to flowers, invitations to post-event mailings – you may be expected to have knowledge and information on any of these and more...

if you get everything right then you will succeed in achieving our final step...

being **remembered...**

6

But please remember that you don't have to do everything by yourself !!



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*Someone* has decided to hold an event.....and it's down to you to organise everything from start to finish. We know it's not easy...

But we hope that this brief guide will give you an insight into the kind of **questions** that need to be asked, and a helping hand on your way to arranging a successful and inspiring event that will be enjoyed and appreciated by all those that attend or participate in it.

**Cadmium** are a successful, established company that has for the past 15 years been involved in every aspect of the event business for a host of blue chip clients. From one to one meetings, to International Car Launches we have a wealth of experience, and our guide is one we have found to be a useful tool in the early stages of event logistics

This is just a taster of our **'Six Simple Steps'** plan. Please feel free to download our complete version at **info@cadmium-world.co.uk**, or call to discuss any queries that you may have.

Our team look forward to hearing from you on **0870 751 4001**