

QUICK GUIDE TO PLANNING AN EMPLOYEE EVENT

 The **Internal Comms Team**
Flexible. Expert. Delivery.



AGREE THE PURPOSE

To launch a strategy? Network? Update on progress? Build trust? Celebrate?



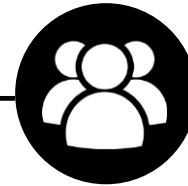
SET MEASURABLE OBJECTIVES

What specifically do you want your employees to **KNOW, FEEL** and **DO**?



DECIDE THE BUDGET AND FORMAT

National Conference? Regional Roadshows? Town Hall? BBQ? Breakfast Sessions? Lunch 'n' Learn? Meet The Leaders? A 'Virtual' Gathering?



BOOK A VENUE – BE CREATIVE!

Hotel? Conference Centre? Stadium? Cinema? Warehouse? Open Air? Innovation Hub? Meeting Room?



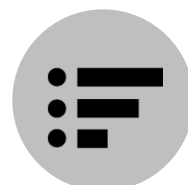
MAKE IT INTERACTIVE

Change pace with a blend of presentations, networking, Q&A, video, displays, stalls, demos and seminars



CHOOSE YOUR PRESENTERS WISELY

Don't just opt for your Director team...include employees at different levels as well as charismatic speakers



FACTOR IN TECHNOLOGY

Make your life simpler with delegate management systems, boost engagement with real-time audience polls or add 'wow' factor with virtual reality.



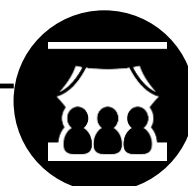
DEVELOP BALANCED CONTENT – INCLUDE SOME 'NEW NEWS'

Form a working group and ask colleagues what they want to hear about. Be upbeat while also honest about any current issues. Speak to influential line managers. Prep leaders to own the messages and prepare for tricky Q&As.



LIGHTS DOWN, CURTAINS UP...IT'S SHOWTIME!

Factor in **plenty** of rehearsal time. Work with a production agency to ensure the staging, technology and logistics run seamlessly on the day.



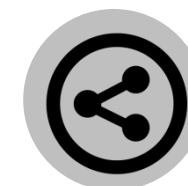
OK, SO WHAT?

Top 3 messages? Aide memoire? Next steps? Call to action?



MEASURE YOUR SUCCESS

Have your key messages been understood? Increase in engagement?



USE YOUR CHANNELS TO MAXIMISE IMPACT

Use your employee intranet, social channels, ezines and blogs to reinforce messages before, during and after the event.

