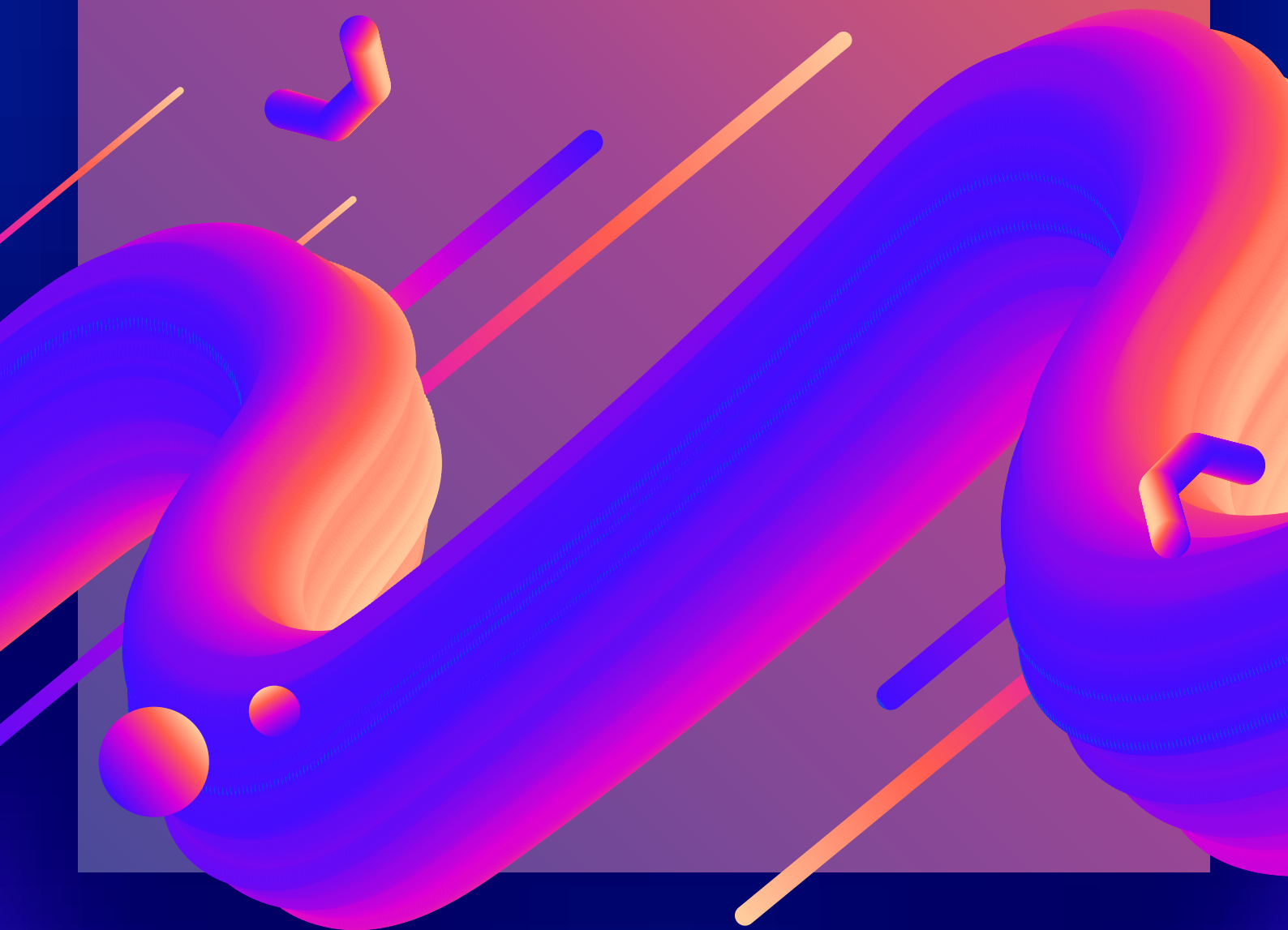


 SUNDAY

Mastering the Art of Global Event Management



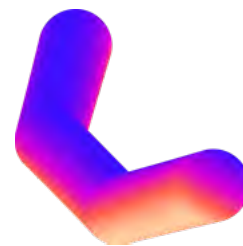
MASTERING THE ART OF GLOBAL EVENT MANAGEMENT:

Strategies and Best Practices for Marketers and Event Managers

We can finally organise or participate in events and fairs again. So after Covid, it is very clear that people are keen to be able to connect with each other again, and preferably also in person and no longer necessarily from behind a screen.

But how has the public changed after the pandemic and what do they consider important when attending a fair or event? The event industry is very competitive, so as an organiser in the event industry it is important to be fully up to date with current trends and respond to the needs of the market.

We invited 3 experts who are actively involved in the event industry and asked them to share their insights and thoughts. We made a recap with the best practices and love to share it with you. Expect in depth insights you can immediately apply to your company.





Organisational challenges

Our first guest speaker to kick off the webinar series was Jeroen Van de Velde, Event Manager at Teamleader. With over 15 years of experience in the event industry he definitely knows what it takes to organise an event and how the industry has changed in the last couple of years. In 2016 Teamleader organised its first Work Smarter event. This year will already be their 7th edition! Over the years, a lot of lessons have been learned, innovations added and growth created. Discover 3 key lessons here:



Jeroen Van de Velde

EVENT MANAGER - TEAMLEADER

GROW YOUR EVENT TO BE A BRAND ITSELF

Turning an event into a brand involves creating a cohesive identity and leveraging the event's unique attributes to establish a recognizable and memorable brand presence. If you see your event as a brand itself and separate from your organisation, it becomes a lot easier to attract external partners. Then the contribution of partners can ensure that your event can grow with additional financial strength.

APPROACH NEW MARKETS IN A SMART WAY

When Work Smarter was organised abroad, there was the uncertain factor of a market that was not well known. To make it as easy as possible to have a successful event here too, tickets were offered free of charge. That way, you increase the chances of a high audience presence + it is a good way to get a first experience in this market and learn from it.

CONTENT IS KEY

Bringing good content to an event is essential for engaging attendees, delivering value, establishing expertise, fostering networking opportunities, generating buzz, differentiating the event, driving loyalty, and maximizing event ROI. It ultimately contributes to the success and reputation of the event in the short and long term. Give your partners the chance to bring content to the event as well (you don't need to do everything yourself). Mostly they will be experts in their industry as well and will have good insights to share with the attendees + it can stimulate sponsorship opportunities. Collect all content and use it wisely in your marketing strategy: case studies, newsletters, social media, ...



Triana Jewell-Lujan

EVENTS & MARKETING MANAGER - DEEL

Global events

Our second expert is Triana Jewell-Lujan, Events and Marketing Manager at Deel. She organises exhibition stands for the company all over the world. Sometimes even several at the same time! Nerves of steel or good planning? Here are her key learnings:

STRUCTURE YOUR INTERNAL PROCESSES

Know what you are doing and why you are doing it. Have a shared document internally in which you clearly write out all the guidelines and goals for a fair. This way, it is clear to each team what is expected of them and what results need to be achieved. If several exhibitions take place at the same time, you can be sure that other teams also know what is expected of them and this ensures a lot less stress for everyone. Consider working out the following topics:

- Main **goal**
- How the team should be **dressed**
- How to **track leads** (can, for example, first be done in notes and then later in Hubspot)
- Writing out **KPIs** (#visitors at booth, how many merchandise items at the booth, ...)

THINK GLOBAL WHEN POSSIBLE, LOCAL WHEN NECESSARY

When organising international events, it is important to build your processes as efficiently as possible. This means that when you have to work with external partners, you preferably have a partner who can also think globally with you and you don't have to meet with several local companies for each event.

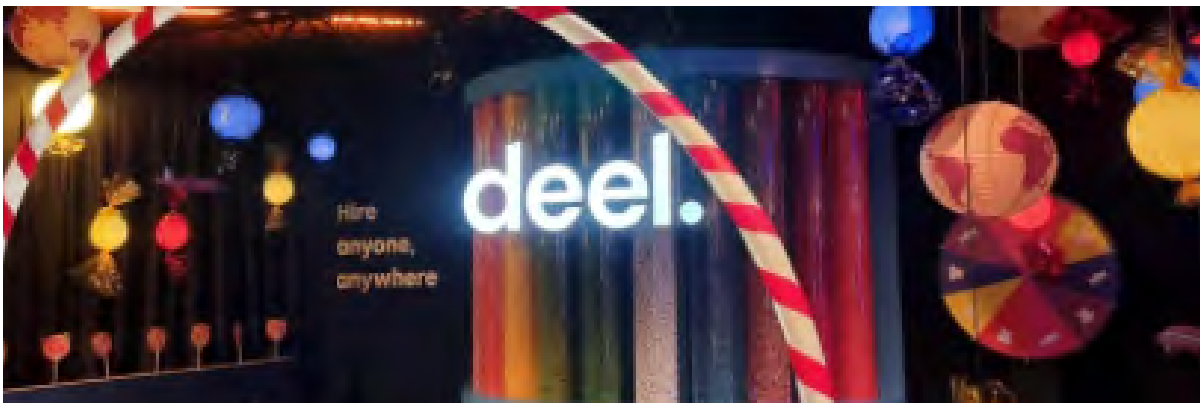
When you have last minute challenges or missing something it can be easier to work with a local supplier.

One of the stressful things that a lot of event managers come across is getting your merch at the venue on time. And especially when you need merchandise in several places at the same time. Deel partnered up with Sunday for this. Via our Sunday Wardrobe platform, they can easily indicate in a few clicks how much merch they need at what place and at what time. We take over the warehousing and shipping of the items. Together with Deel, we even go one step further: we received their event calendar and can already start planning ahead.



TEAM WORK MAKES THE DREAM WORK

Event management is teamwork because it involves coordinating and executing various tasks and responsibilities to ensure the successful planning and execution of an event. Even for bigger companies with regional tactics it must be clear that you work together towards a common goal. Other departments like marketing, design and sales often get involved and their input is valuable for the set up of the event and the follow up afterwards.



Event management in E-sports

Last but not least we had Janis Dzerve, CEO at Goexanimo as our 3rd expert. After 10 years of experience as a gamer, he left the league for what it was and looked at the e-sports industry from a different angle. He started the company Goexanimo and organised no less than 400 events in the last 7 years!

Event management plays a crucial role in the esports industry. Esports events have grown significantly in scale and importance over the years, attracting millions of viewers and generating substantial revenue. Effective event management is essential to ensure the success and professionalism of esports tournaments, leagues, and competitions. Discover what Janis shared with us:



Janis Dzerve

CEO - GOEXANIMO



ANALYSIS

Event analysis is important for evaluating success, identifying strengths and weaknesses, assessing ROI, capturing lessons learned, gathering feedback from stakeholders, making informed decisions and driving continuous improvement. By analyzing an event, you can gain certain insights that will allow you to improve your next event and thus achieve even better results. Do this analysis thoroughly and not quickly between other tasks. It can also give you insight into how to use your budget most efficiently without wasting money unnecessarily.



ENHANCE ENGAGEMENT

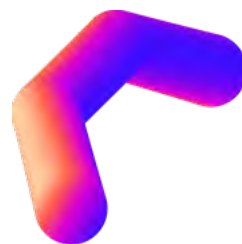
Provide ideal conditions to make interaction between attendees as easy as possible. This could be by providing them with the right platforms or ensuring there are networking opportunities, conversation starters, It will help to increase attendee satisfaction, create a memorable experience and will be good marketing for your event. If they are satisfied and remember you, this in itself will make for good marketing + also increases the success rate of your event.



MONEY CAN'T FIX A BAD CONCEPT

Developing a strong concept for your event is super important. You can spend so much money on your event, but if the concept does not appeal to the public, all your efforts are for nothing. So think carefully about a concept. You can take the following things into account:

- **Memorable attendee experience:** more engagement and helps attract people.
- Marketing efforts: a **strong event concept** provides a compelling story and hook for marketing and promotion efforts.
- **Consistency and Coherence:** it ensures that all event elements, including branding, visuals, messaging, activities, and interactions, align with the central theme or idea + positive for your brand identity.
- It helps to **differentiate** yourself from competitors.
- Clear **vision and focus:** It outlines the overall theme, purpose, and objectives, guiding the planning and execution process.



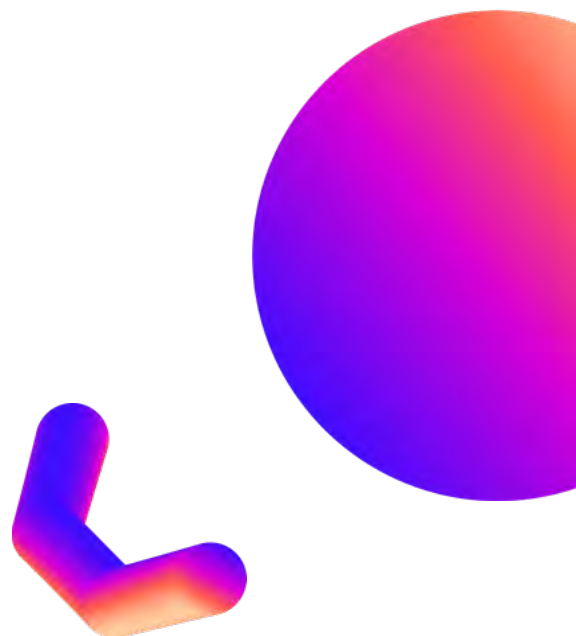


SUMMARY

In conclusion, as an event manager or marketer, implementing good practices is vital for success. Preparation is the key to laying a strong foundation, ensuring smooth operations, and anticipating potential challenges. It enables you to create a well-thought-out plan, secure necessary resources, and establish clear goals and objectives with the entire team.

Additionally, focusing on delivering good content and facilitating meaningful interactions is crucial. Engaging attendees with valuable and relevant content, interactive sessions, and networking opportunities enhances their experience and leaves a lasting impact. Lastly, analyzing the event afterward provides valuable insights for improvement. Evaluating key metrics, collecting feedback, and reflecting on strengths and weaknesses help refine strategies, make informed decisions, and continuously enhance future events.

By incorporating these practices into your event management or marketing approach, you can elevate your events to new heights of success.



 SUNDAY

We would love to help you.

Looking to start dressing your team?
Want to discuss a project? Interested in
visiting one of our offices? Let us know!

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