Developer Student Clubs
Danang University of Science and Technology

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HOW TO COOK AN EVENT

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BASIC
DEFINITION

BASIC DEFINITION

EVENT

An event is an operation that takes place at a specific time according to an original purpose, using ideas and resources to convey a particular message and draw the participants' attention.

- Events can relate to fields, for example, commercial, business, entertainment, seminar, conference, social communication, festival, culture, custom, etc.
- Without concern about the scope of space, time, field of activity

EVENT MANAGEMENT

Event Management is the organization of works starting from idea building until the end of the event. It involves studying the factors, planning, preparing items, organizing the event's progress in a specific time and space to convey information, and meeting different purposes of those participating in the event.

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TYPES OF EVENTS (CATEGORIZED BY)

Scale and region

- Scale: based on attendance numbers, room, or how much influence the event has to be categorized into small, medium, or large scale events.
- Region: categorized by geographic location, e.g., local events, regional events, national events, international events, etc.

Time

- Categorized by the length of the event: a long event or a short event
- Categorized by frequency: annual or non-annual events

Format and purpose

- Corporate events
- Technical events
- Cultural events
- Festivals
- Sport events
- Marketing events

TERMS

Conference: A conference is a meeting of a group of people sharing a common interest held in a pre-prepared venue at a particular time to discuss concerning topics. Most popular conferences concern industries, jobs, and mutual fans.

Seminar: A seminar is a type of conference/ topic research or merely a reporting studying topic meeting, in which the learner is active in all [stages] including self-preparing studying documents, presenting and giving logical citations.

Workshop: The workshop takes the form of a class or a small course for 15 to 25 people and mostly focus on one particular topic, e.g., methods or skills relating to a field

Webinar: Webinar is a web-based online video conference using the Internet to connect a person (a group of people) to others worldwide. The person organizing a Webinar can present, share their screen, and invite guest speakers from different places.

Award ceremony: a type of ceremony where awards are given out. Typically, a master of ceremonies presents award-winning individuals or groups or a year-end award ceremony of companies.

Competition: competition

1. A speaker session
2. Networking session
3. Conference
4. A seminar or half-day event
5. Workshop and classes
6. VIP experiences
7. Exhibition, Trade show
8. Awards and competitions
9. Festivals and parties
10. Webinar

BASIC DEFINITION

COMPANY EVENT'S TYPES

DISTINGUISH SOME TYPES OF EVENT

1. Opening Ceremony
2. Customer Gratitude
3. Event Launching
4. Anniversary of Establishment
5. Year-end party
6. Teambuilding
7. Experience Activities
8. Competition
9. Festivals
10. Workshop

“Event” definition: A group of activities brought out in a particular time and venue using ideas and resources to get a message across and gather the public’s attention.

“Event organizing” definition: An act of doing an assembly of work to carry out an event from its starting day as an idea to the very end.

Event categorization: Size, Region / Time / Format and purpose

EVENT OVERVIEW

BASIC DEFINITION

FACTORS AFFECTING THE EVENT

Macro factors

- Human: population density, age group, field major, level of education, etc
- Economy: economic issues that have a considerable effect on the current situation, e,g. influences of the pandemic led to the economic recession, which then forces corporates to cut expense needs, marketing budget, etc
- Nature: the weather, surrounding environments, the pandemic, etc
- Technology: new supporting equipment and event formats thanks to technological development, e.g., the number of online events peaked during and after Covid-19.
- Politics: The government's decrees and policies play a critical role, e.g., all social gatherings are prohibited according to the latest social distancing directive.
- Culture: Event activities, especially international ones, are heavily influenced by religion and traditional cultural values.

Micro factors

- Organizing individual/unit: their resources including human resources, technical infrastructure, experiences. relationships, etc
- Supplier: Venues, food, and beverages, decorations, tools, etc
- Competitors: similar motif programs or events taking place around a time can lead to high-level competition
- Local authorities: may facilitate or make difficulties for the event. The planner may need to maintain a good relationship with them and fully abide by all related procedures.

COMPLETE WITH THE SIMPLE EVENTS FORM

There are six necessary steps to organizing an event:

1. Obtaining brief from clients/bosses/superiors
2. Analyzing available information
3. Building an overall plan; design format; manage risk.
4. Presenting demo to client/boss/superior and wait for approval
5. Carrying out the event
6. Doing event report

The following sessions will go deeper into details for each step.

OBTAINING BRIEF FROM CLIENTS/BOSSES/SUPERIORS

First, get the grip of a simple event with the 5W1H model.

1. WHAT: What type of event is this?
2. WHERE: Where will it take place?
3. WHEN: When will it take place?
4. WHO: Who is the event organized for?
5. HOW: How will it be carried out? How big is it?
6. WHY: Why does it exist? Why are you carrying it out?

EVENT OVERVIEW

WHAT	WHERE	WHEN	WHO	HOW	WHY
What type of event is this?	Where will it take place?	When will it take place?	Who is the event organized?	How will it be carried out? How big is it?	Why does it exist? Why is it being carried out?

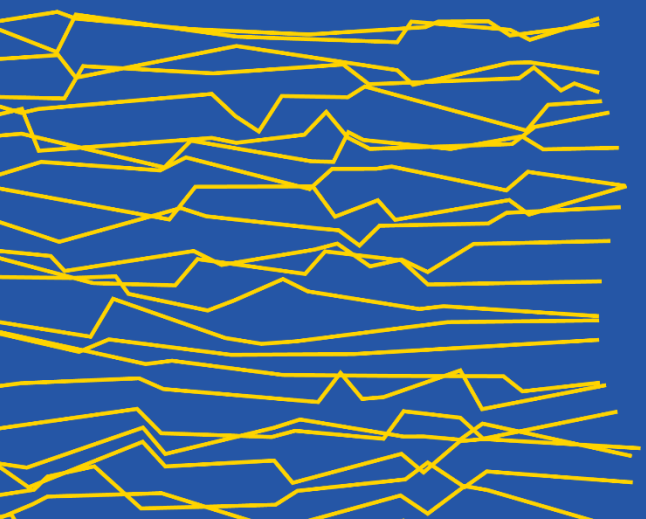
For example:

1. Event: Info Session
2. Venue: Danang University of Technology
3. Time: 4/11/2020
4. Target attendance: IT majored undergraduates across Danang Universities
5. Description: Announcing the founding of Developer Student Clubs along with a career talk show for undergraduates
6. Purpose: Bring awareness about the club to undergraduates

In some cases, you can have an overall visualization of an event and its implementation with 5W - 1H. If you are the one who receives the requests from your boss to organize an event, you have to ask him for all six elements, 5W - 1H. This is a minimal paradigm that you have to know, like the back of your hand, to build the program. And you should gain more about finance and human resources from your boss.

On the other sides, if you are the one who is making the requirements, you should also ask for all six factors above for your event organizer. Besides, try to research more about the impact of the macro and micro factors that are likely to affect your event organization. Primarily, you should attend to the event site's cultural and religious aspects to be prepared accordingly.

> A plan will help the manager get overall, rating and setting up the resources, timely suitable. Members try to follow the working - requirements, management of process, and efficiency post-event assessment.



MAIN CONTENT IN AN EVENT ORGANIZATION PLAN

There are four main points in an event planner that you know:

1. The purpose of an event
2. The content of an event
3. Human resource implementation
4. Implementation budget

Specifically, you need to know why you have to organize this event, what is the primary purpose, what purpose you want to bring to attendees. From that, you determine the activities, contents that will take place in your event. To achieve those desired goals, you need the human and financial resources to do it. Now we will go into detailed figures of each specific article.

Let's go into the elements of an essential event plan.

THE PURPOSE OF AN EVENT

For your organization

When you decide to host an event or get given the task of hosting, you will have to understand why you have to host this, maybe:

- Financial aspect: Profits, fundraising, sales, etc.
- Educational aspect: Awareness raising, learning activities, etc.
- Brand aspect: Promote personal image or promote products.
- Community aspect: bring value to a specific group of beneficiaries.

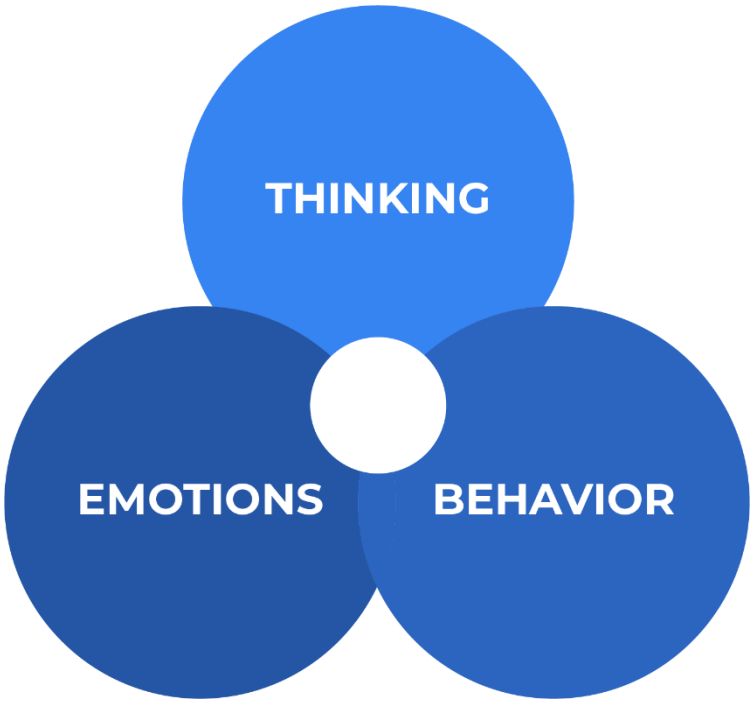
For attendees

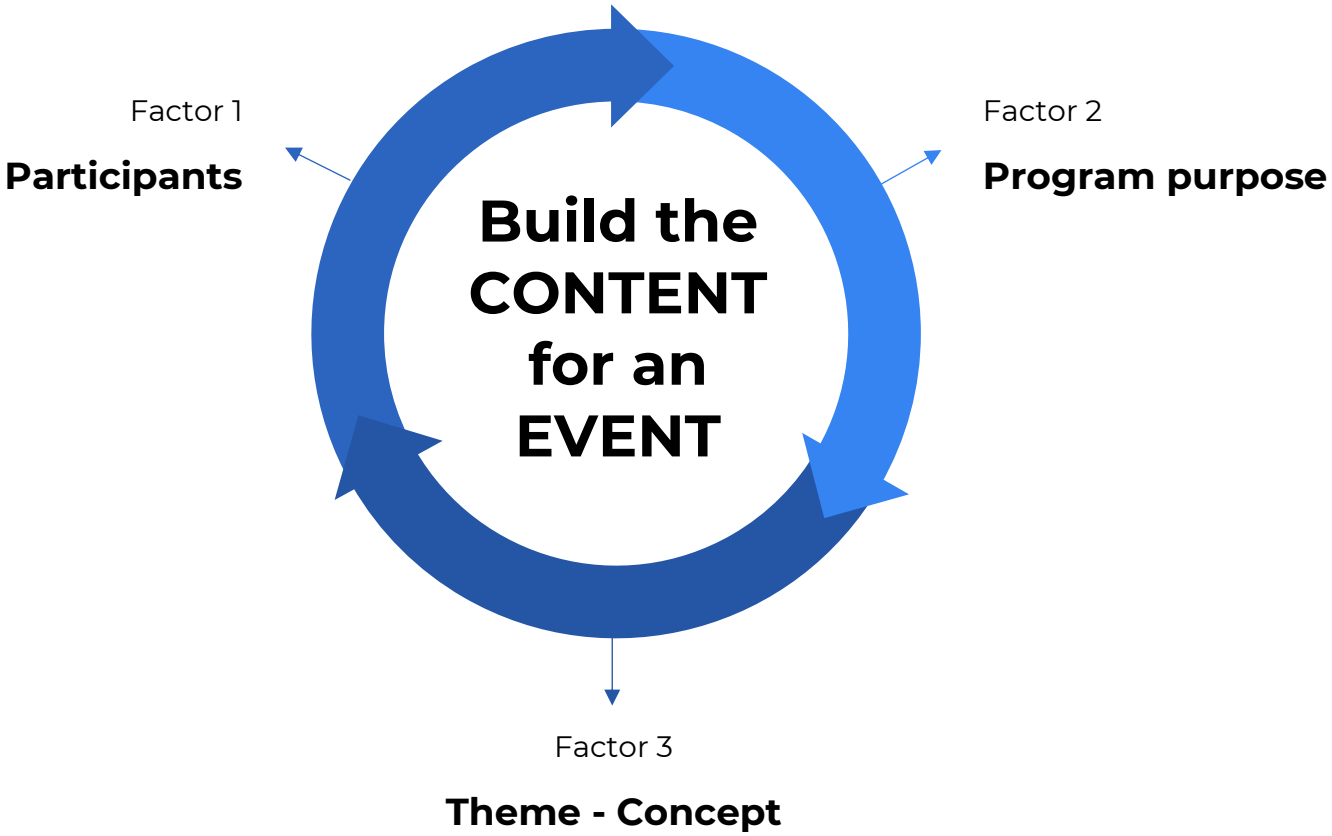
Attendees and catering events play an essential role in helping you decide how to design the program content. So you need to define what you want and what purpose you will want after your attendees participate in your event.

- Mentality and thinking: How will they change their mindset after attending your event?
- Emotions: What emotions will they experience when participating?
- Behavior: What behavior changes will they have after joining?

These are three critical questions that will give you a chance to determine what content you want to include in your program.

BUILD THE CONTENT FOR AN EVENT





MAIN LAYOUT

THE CONTENT OF AN EVENT

INTRODUCTION What are the subjects, and who are in the room?
ICE BREAK MAIN ACTIVITIES
SUMMARY Feedback, Repeat Message, Evaluate

However, to design a creative and attractive program content to attract the participants, you have to research the participants carefully. Understand the participants, analyze them, understand their psychology, habits, interests, and factors that influence their decision to participate.

Going back to the example from the last part, if the event is aimed at individuals working in the creative/ art/ community sector, you need to know where they appear regularly and the biggest reason to persuade them to come to my event? From there filter activities, invite speakers and arrange appropriate periods.

Suppose, through the process of surveying, evaluating, and understanding these participants, you have the following information:

- Many individuals working in the creative/ art/ local community sectors do not have a networking environment.
- They have specific talents but have not been trained and supported in formal training, they need to improve their capacity and promote their current potential.

Determine the impact that you want to affect the participants through the event you organize.

Once you understand the participants, you will come back to the program's purpose to influence attendees. By answering the following questions, you will come up with more activities and ideas for the program.

- **Thinking:** After the event, what would you like the attendees to change their thinking? Suppose you want them to increase their creative capacity or have the opportunity to meet many people in the same field. In that case, your program must have exciting and innovative speakers or combine many speakers at a round table to discuss or order speakers to have creative practice exercises.
- **Emotions:** The emotion you would expect your attendees to receive during the event? Suppose you think they want to be appreciated and shown themselves. In that case, you need to incorporate recorded activities at the event, such as their works made at the event being displayed, presented to everyone, facilitating a time frame for them to speak, sharing the happiness, and spreading a lot of positive energy.
- **Behavior:** What would you like them to act after the event ends? If you want to encourage them to share the event on social media, you have to think about giving gifts, recommend the next event to your friends, or apply knowledge to real life.

Theme and event name

The theme can be understood as brief content containing the ideas/ purpose/ content/ form... of the event.

Other event themes and event names. For example:

- Event theme: University of Economics Faculty Gratitude Party 2020.
- Event name: Wings of Dreams.

Build the concept

After making the event, you will visualize the ideas/ activities you desire—for example, the ideas for stage decoration, ideas for an impressive opening session, etc.

Thus, by doing your research to find out what is often included in a particular type of event, understanding the participants, know what you want to influence them through your event, and follow the event theme closely. Therefore, you could join your team member in a “brainstorming” meeting of activities that you could incorporate into the event to make the program exciting and attractive.

HUMAN RESOURCE IMPLEMENTATION

Humans play an essential role in all matters, and event organization is no exception.

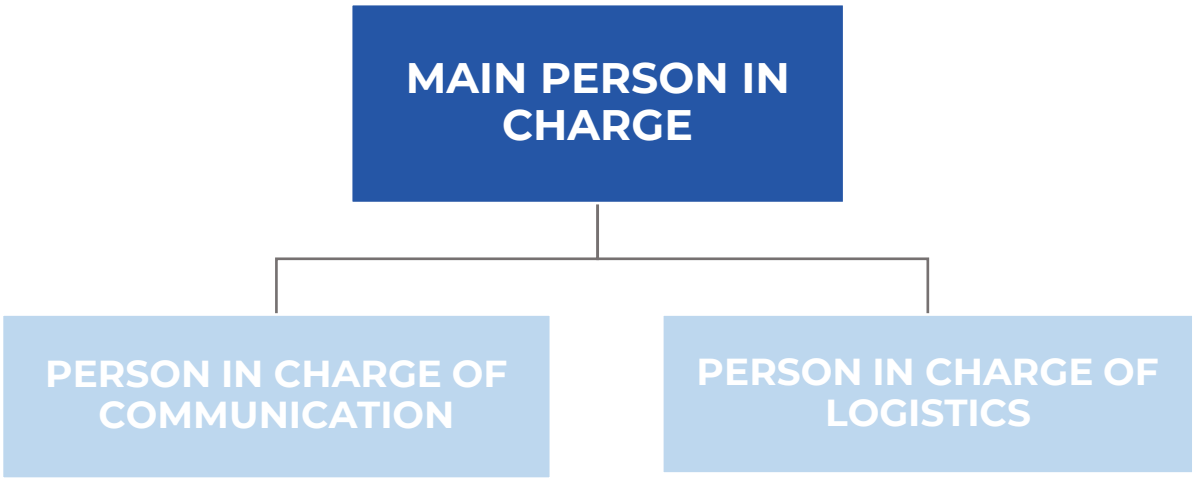
Depending on the size, duration, the nature of the requirements, and the complexity of the event content you design, you should consider and choose the right personnel to join your team. However, it is especially worth noting that this job needs proactive, able to adapt flexibly, have the ability to handle problems well, and withstand the pressure of time.

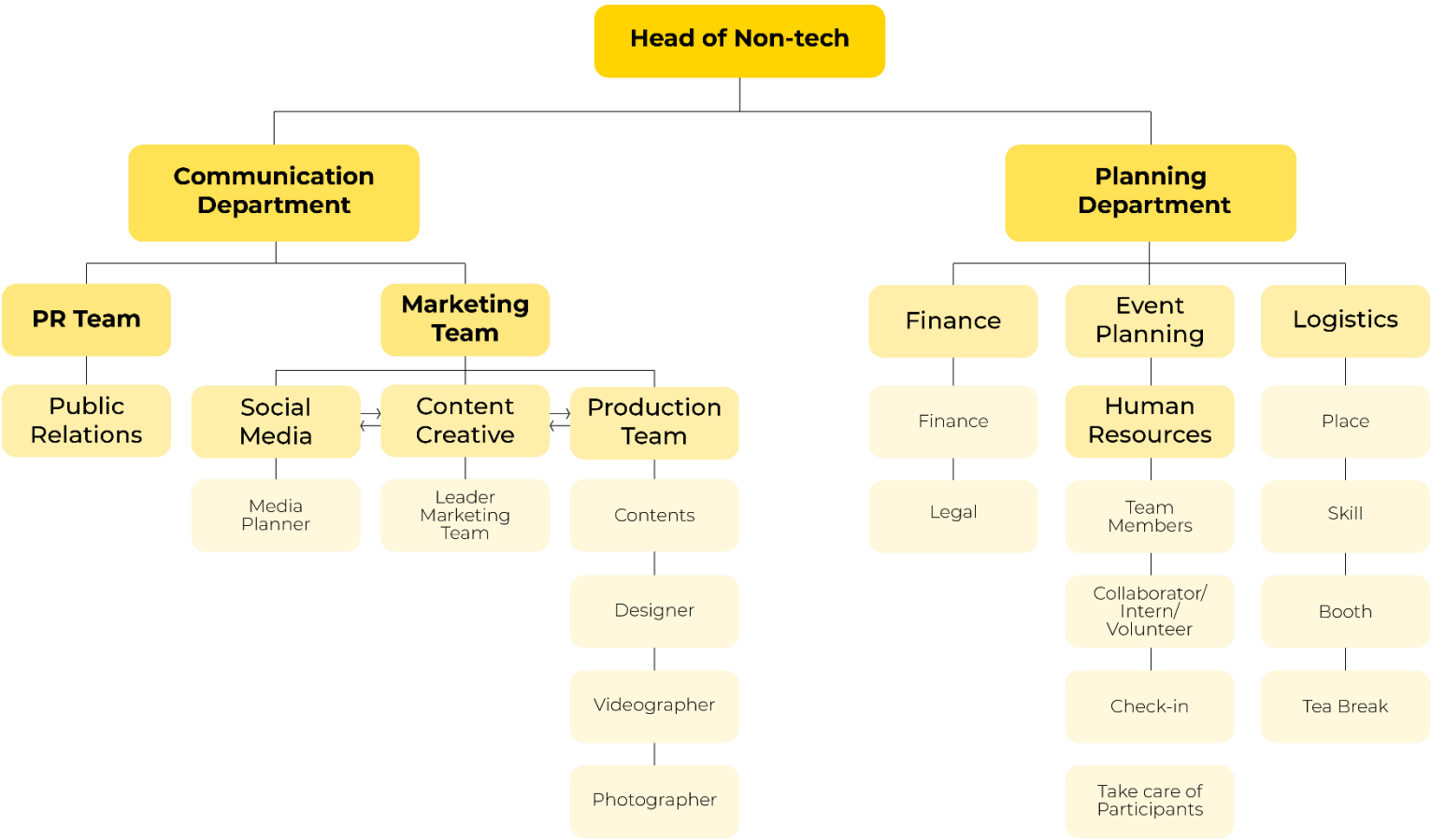
There are three types of Human Resources required in any event program:

- Main person in charge: Event manager and coordinator.
- Media curator, speaker, attendee, and sponsor.
- Person in charge of logistics, dining, shopping, administrative procedures, legal, financial.

In some events, the main person in charge may be concurrently taking over the other two's roles, taking on parts of the work that the other two are not qualified for, or because there is not enough professional staff. Therefore the primary responsibility must be in charge of the "multitasking" job.

Personnel Diagram





IMPLEMEN-TATION BUDGET

After knowing what you want to do, the event you serve, the program's content, and initially arranging the critical staff. So, the last important thing is where the money is to deploy.

In some companies, if the employees are tasked with organizing events and assigning a specific budget, you will know this number at the beginning, and it will be easier to decide how to choose the size of the program content, ideas to put in the event, and how many staff to hire for the project.

However, for some event projects and programs, you will need to make more calculations based on your desire and purpose of organizing the event and finding other revenue sources.

Revenue's sources can come from:

- The budget calls for funding from the company, organization, or partner.
- State budget.
- Money raised to community donations.
- Revenue from ticket sales.

You also need to list out all of the costs. There are four basic cost categories for an event. Follow the content of your program to list the full prices:

- Direct costs for event organization: Personnel (receptionist, host, guest speakers, etc.), equipment (speakers, meeting rooms, stationery, etc.)
- The value paid to the supplier unit (in case of your event hires contractors for many items).
- Fees, charges, paperwork to be paid to the State: Hanging posters and banners on the road, Fire/ police on duty, etc.
- Hedging Costs: After listing all your event costs, you should set aside an additional 10-15% for hedging. If the event you do is risky, this % of your budget should be higher.

LIST OF GOALS & IMPLEMEN -TATION PLAN

The purpose will be specification by specific objectives and accompanied by an implementation plan with corresponding timelines, which helps all teams coordinate smoothly to achieve the initial goals.

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DEFINING THE GOALS (KPIs)

List a list of goals you would like to achieve in your event, if possible, the more quantitative the better:

- How many people attend.
- How many guest speakers.
- How many partners.
- How many sponsors.
- The amount raised is from sponsorship and ticket sales.
- Attracting many newspapers to collect news, record videos, and publish newspapers.
- Etc.

You and your staff have to truly understand these specific goals to find ways and solutions to your work progress plan to go from the beginning until to gain the purpose.

PLANNING EVENT DEPLOYMENT

To not miss or be late the work, everyone needs to set up a schedule of work progress control to handle it well and smoothly timely. People can refer to the following form to better control their jobs.

Pre-event work:

- Administrative work.
- Work-related to the guest.
- Prepare event venues.
- Prepare the human resources to support the event.
- Logistics.
- Prepare backup plans.
- Other factors.

Administrative work

Administrative work is a prerequisite before the deployment of the event. For major events, depending on the event activity, license types will be required: Event permit, sanitation/ environmental permit, or specific event content will be needed content review by an authority (e.g., a governing cultural agency licensing for a performance content), etc.

Work-related to the guest

This job plays a decisive role in the events, the work related to the guest should pay special attention to avoid severe mistakes. The preparations are related to the guests, such as:

- Make a list of guests.
- Design and send invitations.
- Attendance confirmation.
- Prepare the work to welcome guests during the event day.
- Etc.

Prepare event venues

Whether the event's experience is excellent or not is not a small contribution of the chosen venue. Depending on the size, requirements, and budget, you can choose the right event venue. Besides the main spaces and functions, you should also pay attention to other important details such as toilets, parking spaces, drinking water areas, emergency exits, etc.

If given the opportunity, you should survey the site several times before making a rental decision. And ask the lessee for details about other service charges, such as using projectors, air conditioning, bringing food and drinks from outside, overtime surcharges or furniture, etc.

Prepare the human resources to support the event

Besides a core team, you need the coordination of support from many other people and groups for events with various activities. At this point, you need to plan to properly recruit and have enough human resources for the event to be easy to manage and achieve good results. You can recruit full-time/ part-time staff, collaborators, and volunteers depending on the event's needs.

Logistics

The logistics administration is generally quite complicated, but a general process can be developed as follows:

1. Make a plan for the items/ services to use.
2. Selection of supplies (or self-made/ supplied).
3. Surveying, negotiating, and signing service contracts.

4. Distribution, layout, control of the event day.
5. Conclusion, evaluation, and liquidation of the contract.

Prepare backup plans

Because the event includes many items and the relevance of many objects, the occurrence of risks is inevitable. To minimize the damage caused by incidents, we need to plan to be able to improvise quickly.

Examples of some incidents and precautions:

- Items damaged during the event: Items to be replaced? New supply? Asking supplies for damages?
- Speakers, guests arriving late: Announcing the time, making an appointment to attend the event earlier, a fallback script if the speaker has a problem cannot come.

Other factors

Depending on the event, many other factors will be included, such as flowers, speaker gifts, documents, guest accessories, VIP reception/ presenters, etc.

STEPS TO HELP YOU MASTER IN THE EVENT DAY

By following these steps, you can help make events run smoothly:

- Write a script for your event (Run Sheet)
- Create a map to arrange helpers' position
- Event rehearsal
- Following the plan's tasks and handling things don't go as planned.
- Keep the energy levels high throughout the event.

To build effective teamwork during the event, members have to follow these things:

Event Script (Run Sheet)

It is a useful tool for managers, but the event script also helps staff work effectively during the event.

One of the advantages, Runsheet allows the event team to know when, where and who is responsible for the activity. Everyone can be aware of the next action's details and know what they are, what they have to do at that moment.

Each department should also have its Runsheet, for example, Runsheet check-in attendees, Stage Runsheet, etc., to be able to manage the work better.

Another benefit of building a Runsheet is that it helps you visualize all the activities/developments during the event, early addition of support activities/tools, development of risk plans, etc.

Suppose the manager finishes setting up the event Runsheet. In that case, there should be a team meeting to disseminate the Runsheet, where everyone approved

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and understood their activities in mind before actually deploying the work.

Human resource Map (HR Map)

After surveying the venue, you should create a layout map about the event-related areas, which helps you and the team plan the layout of widgets conveniently, allocate the flow of movement, and workflow better.

Then, choose a leader who takes each activity area's responsibilities with a short description of the person's work.

If Runsheet is about detailing specific activities, HR Map will help you to have an overview of the person in charge of work and position to contact when needed. You need to let your members know their area with instructions to handle the job within their capabilities actively.

Rehearsal

Based on Runsheet and HR Map, 1-2 days before the event, you should come to the venue with your team to rehearse, which is an essential factor in making the event less risky.

For example, you can check real facility conditions, some devices such as projectors, air-conditions, speaks, micros, wifi. Or know the surrounding locations such as toilets, parking lots, etc. When we detect these early, we still have time to fix or change in time.

Members need to be severe and coordinate with each other on the rehearsal day. Each individual or department needs to practice until they can master the Runsheet.

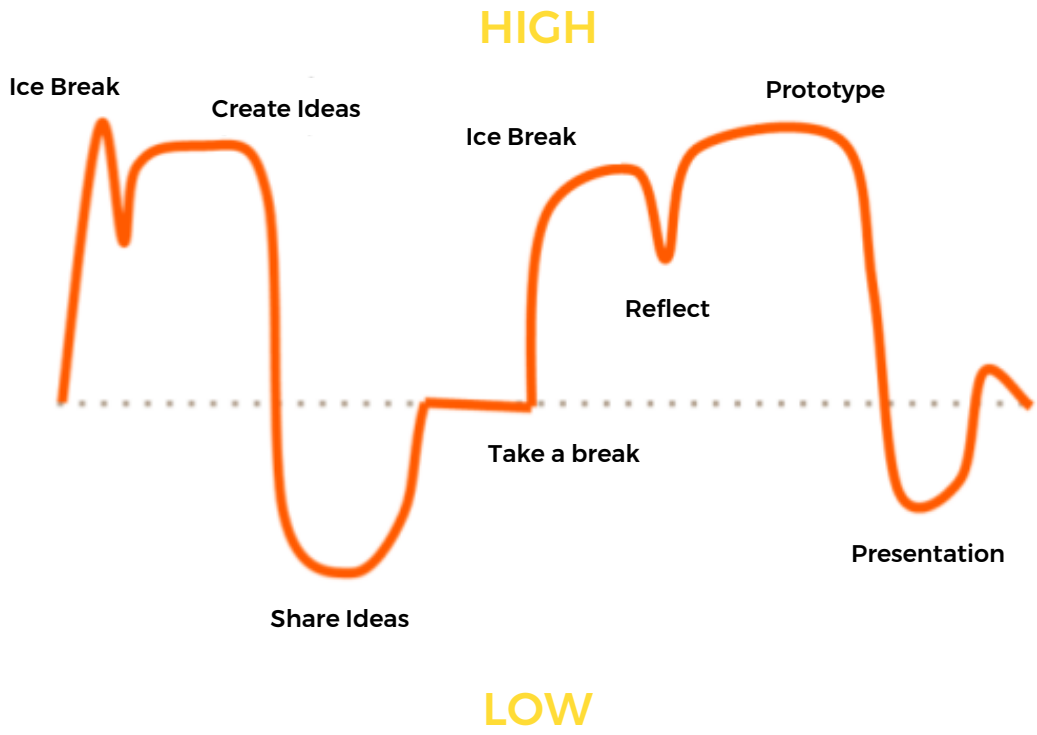
Perform work according to the plan and handle arising situations:

During the event, you have to manage the program running team according to what was rehearsed.

Most of the time event managers spend on observing, ensuring event progress, and handling arising situations better handle emerging situations, so they need to practice and participate in many event programs to practice.

Maintain energy in the program

Whether a program is short or long, the organizer must grasp the participant's journey from joining the event to leaving that one to go home. When participants are excited or energy low, movement activities exchanges or the ways to recharge the audience's power should be added.



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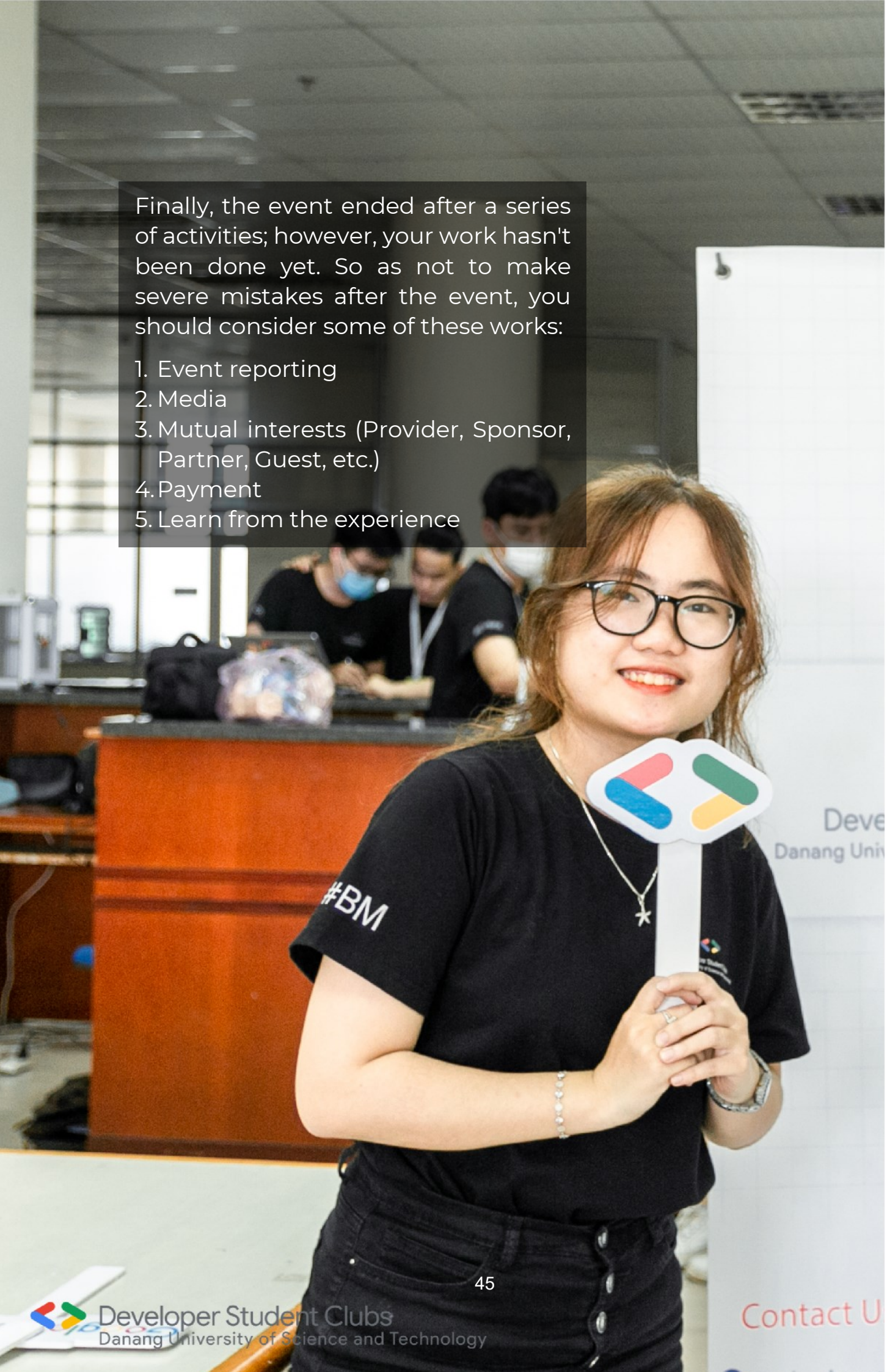
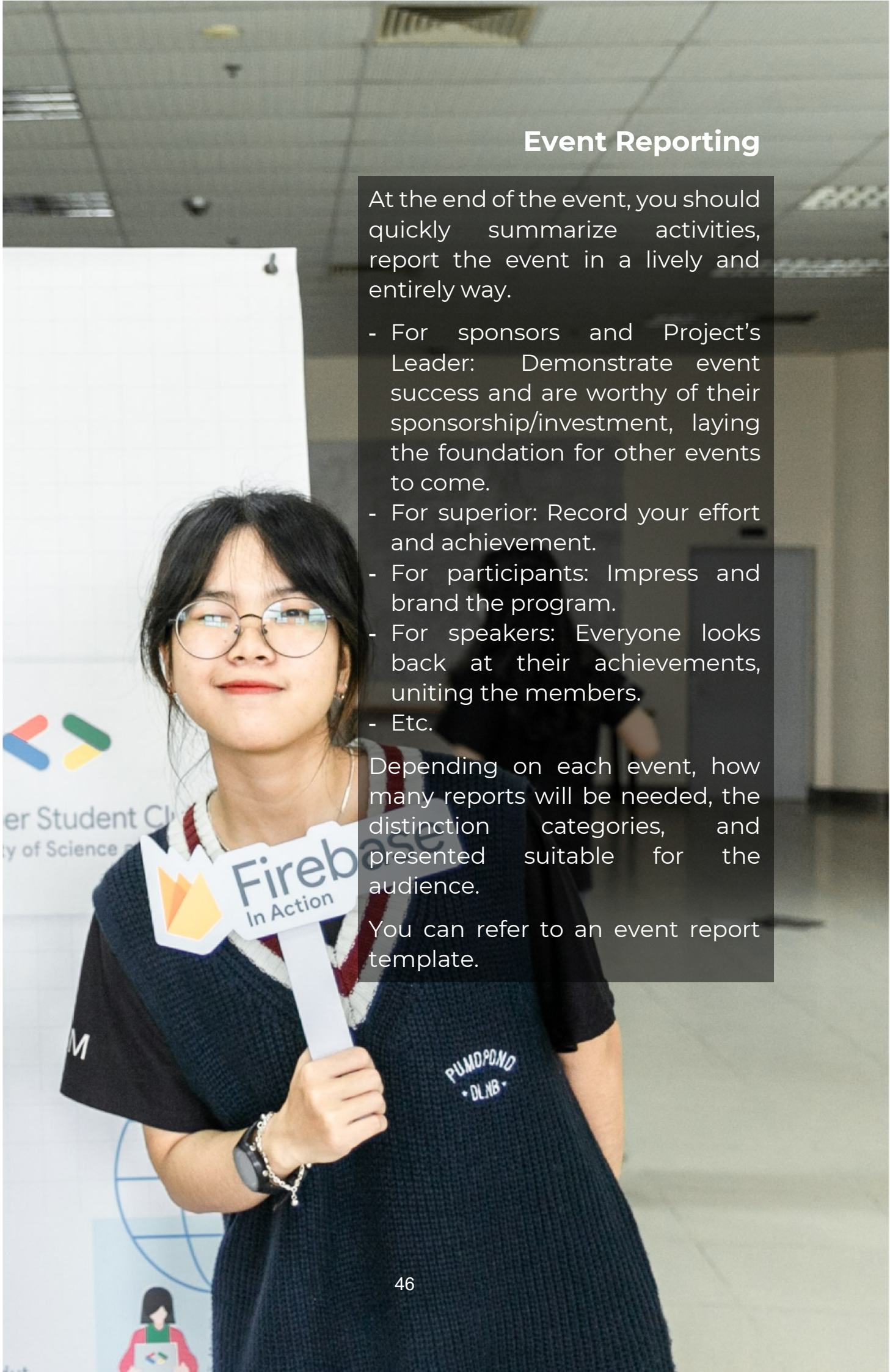
STEPS TO HAVE A PERFECT ENDING



Finally, the event ended after a series of activities; however, your work hasn't been done yet. So as not to make severe mistakes after the event, you should consider some of these works:

1. Event reporting
2. Media
3. Mutual interests (Provider, Sponsor, Partner, Guest, etc.)
4. Payment
5. Learn from the experience



Event Reporting

At the end of the event, you should quickly summarize activities, report the event in a lively and entirely way.

- For sponsors and Project's Leader: Demonstrate event success and are worthy of their sponsorship/investment, laying the foundation for other events to come.
- For superior: Record your effort and achievement.
- For participants: Impress and brand the program.
- For speakers: Everyone looks back at their achievements, uniting the members.
- Etc.

Depending on each event, how many reports will be needed, the distinction categories, and presented suitable for the audience.

You can refer to an event report template.

Media

As mentioned above, post-event communication is an essential matter for the organizers/ organizations and the public, and other counterparts. This is an important activity that needs to be carried out throughout before - during - and after the event, especially for events that pay a fee (the audience buys music tickets) or need a large number of attendees (spectators at sports festivals), or has a unique character (students/ students who have demand to study abroad).

Benefits insurance (supplier, sponsor, partner, guest, etc.)

The more enormous an event is, the more significant benefits insurance has. It could take six months or more to handle. So you should have a plan to run it soon.

For example:

- Sponsor: maintain their logos/trademarks on media, send letters, gifts for expressing gratitude, follow and liquidate sponsorship deals, etc.
- Supplier: check items and return to them, statistically consumable items to pay, follow and liquidate sponsorship deals, etc.
- Partner: send the image, report of the event, send gifs, letters for expressing gratitude, ask for the next collaboration in the future.
- Guest: send an email to thank you, send images, details after the event.

And it also has many things to do. You can make a to-do list before an event and fill it up. It helps you not to be confused when handling too much work.

Liquidation

At the end of an event, liquidation accounts for a large of tasks, for instance:

- Receive the rest of the money from sponsors.
- Liquidate contracts with suppliers (venue, items, etc.)
- Liquidate contracts for members (volunteers, guests, guest speakers, etc.)
- ...

You should make a to-do list before an event to determine effectively.

Learn from experience:

This is not only a meaningful thing but also a reality. Many people ignore or do not know how to take advantage of it effectively.

An event that has too many activities carried out simultaneously, moreover a manager cannot handle any situations and some problems that they have to face up with. Therefore, learning from experience is when each member will feedback about the event but not have to criticize or offend.

To do that, members had better do :

Step 1: The event manager summarizes all activities at the event.

Step 2: The event manager coordinates members' comments in 3 categories:

- Excellent things that need to be laudatory
- If there was something is not right, suggest anyways better at the next time.
- Suggest new ideas