



01

**formalise your
brief: define clear
objectives and
measurement
criteria.**

FORMALISE YOUR BRIEF: DEFINE CLEAR OBJECTIVES AND MEASUREMENT CRITERIA

“If you can’t measure it you can’t manage it”

The adage *“If you can’t measure it you can’t manage it”* never applied more than when creating an event from scratch.

The brief is the most important part of your whole event process. It is the basis for the event roadmap – setting the vision, expectations and boundaries which create the high level plan and within which we all work. Without a concise brief your event has no direction and in our experience, the more time taken to get the brief right, the less time required to fix unplanned issues later during the event. A good brief saves time, money and grief for all involved, particularly the event owner.

At Synergy Effect we have a thorough briefing template that makes it easy for you to prepare your brief and answer all relevant questions relating to your vision for your event. It helps you clarify your thinking, set measurable goals and establish a criteria for ensuring your event exceeds the expectations of your stakeholders, guests and business community.

Your brief answers questions such as: Why are we doing this? What do we hope to achieve? How will we measure success? It also helps you articulate your vision for the event for both the business and people development. For example, the vision for a franchise conference could be:

This conference will bring together franchise principals, executives, salespeople and their partners to take part in a yearly national conference which sets the direction and company’s purpose, provides training and people development, celebrates the achievements in the network and allows guests/delegates to share experiences together as a community. Topics may range from Selling with Purpose, Best Practice to Effective Management of Subcontractors, Effective Leadership and so on. Following the conference, participants will return to their businesses with a solid understanding of the company’s new direction and a renewed sense of purpose, plus practical tools for community engagement,

More importantly, the brief helps define what experience you want to deliver for the attendees. For example, what do you want attendees to think, feel or do as a result of attending the conference? This helps keep all content and activities relevant and engaging, as well as define the business results the stakeholders want to achieve. It allows us to bring the vision and goals to life by weaving them into the event design, content creation and attendee activities across

a multiple day or timeframe program. The desired objectives/outcomes are woven throughout to really bring these experiences to life in a meaningful way.

We always consider each event to be part of an organisation's marketing function so the objectives for the event must align with an organisation's goals, brand and values. This means we create and deliver relevant messages and touch points before, during, and after every event.

Every event should be viewed as an opportunity to demonstrate business values, as well as building and strengthening the company culture. If your attendees feel connected and inspired during and following the event they will strengthen their connection and commitment to your organisation.

Reviewing the event budget in the brief stage ensures all elements of the revenue opportunities and investment are considered genuinely and help all involved focus on the outcome, particularly when tough decisions are required. The simplest way to set the overall spend is to define an all-inclusive cost per attendee or a total budget for the entire event at the beginning.

How will you measure success? It should be linked to your objectives. For example, do you survey all attendees before planning commences to establish their genuine needs and then again at the end of the event to measure change? If training is involved, do attendees receive a qualification such as a certificate, or specific business goals to be achieved, eg increase in sales? Do you simply measure attendee satisfaction for each part of the event? Include your measurement criteria in your brief, so the event manager understands what you want to achieve.

Post-event planning is also a key part of the process as the more momentum you can carry back into your workplace following an event, with specific actionable steps, the more engaged your team will be.

Once the brief is finalised, the serious work begins on the substance and creation of the event program. There are always dozens of questions to answer, including initial plans on:

- Recommended destinations and venues suitable to create an enticing program.
- Existing corporate relationships eg with airline and hotel brands.
- Casual and unique dinner events such as high-impact awards functions, social dinners and stakeholder events.
- Sessions supporting the business content and sourcing appropriate speakers.
- Technology and content delivery designed to engage and delight the audience.

01 FORMALISE YOUR BRIEF: DEFINE CLEAR OBJECTIVES AND MEASUREMENT CRITERIA

- Leisure programs and team-building activities.
- Marketing strategies and attendee communications.
- Sponsorship packages and networking opportunities.
- Rules of attendance and associated costs for paying attendees.
- Brand presence and immersion opportunities.
- Unique touch points (different from previous experiences) to showcase the theme, motivate and inspire the guests and strengthen the sense of community.

how does a great company make a difference?

“Synergy Effect clients have gained industry-wide reputations for producing events of excellence that get their whole industry talking. When this happens, we know they are connecting with their guests and this impacts business relationships and business success. Our event solutions are mapped around the client’s goals, which at the heart of it is growing trusted relationships and unique shared experiences. The woven event magic ensures the event ticks the right boxes, gaining a place of longevity in the greater marketing strategy.”

EXPERT TIPS

SETTING OBJECTIVES

One of the most popular tools for setting objectives is the **SMART** technique. Each objective includes the five elements of the **SMART** acronym.

SPECIFIC - the more specific the more likely it will have value

MEASURABLE - quantified, improvement over a base line measure

ACHIEVABLE - is the objective realistic and therefore achievable?

RELEVANT - the ‘why’ applies here, why is this goal important to you?

TIMELY - what’s the deadline? Keep it realistic and be flexible as things change in your planning.

Here is an example from a live brief:

- Promote achievement by recognising high performers in the network for their individual success and their contribution to the ongoing business success.
- Continue to enhance rapport and trust together while upholding our values through our actions.
- Educate and inform through interactive business sessions.
- Support a network environment that enables franchisees to share experiences, collaborate, build camaraderie and have fun.
- Add value to attendees at an individual level through personal development programs.

DECISION-MAKING PROCESS

Minimise the number of people involved in the decision-making and approval process. The more people involved in the approval process, the longer it will take to make decisions and the greater the unconstructive conflict of opinions. Keep the numbers in your event team tight and agree the approval hierarchy when you prepare your brief. This includes who makes the final decision and who has secondary authority in case the leader is absent. The more concise the lines of communication and approval process, the easier it is for the organising team and the event management company.

DEFINE YOUR EXPECTATIONS

If you have any expectations, include them in your brief. The last thing you should say when presented with the initial event concepts is *“that’s not what I expected”* – unless of course it is spoken as a term of excitement about the concept. If you have any expectations for anything within the event, include them in the brief. This means for example, if you have preferred colours or brand guidelines these need to be conveyed. Don’t just say *“I want the main colour to be green”*. This also means you judge the concepts against the brief, not against a personal opinion.

BUDGET HONESTLY

Put simply, this means be up-front in your brief about what you can afford. Don’t ask for first-class experiences then reveal you only have an economy-class budget. This wastes everyone’s time and damages the event manager’s reputation with their suppliers – so nobody wins.

It’s amazing how creative professionals can get with designing experiences on all budgets, so exploring this together upfront helps align the objectives with concept responses that meet your brief in the early planning stages.

ALLOW ADEQUATE TIME

Regardless of when you start, you should’ve started sooner. Give the event manager as much time as possible to do the best job possible. Short notice generally means shortcuts are made. Large events can take one year or more to plan and organise. The more time available to plan, develop ideas and work with suppliers to ensure their product is of high standard, the better the overall value you’ll get for your budget.

CLEAR DIRECTION

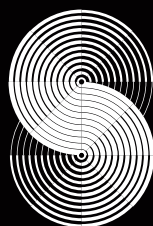
Be clear with any ideas and direction you provide and ensure instructions are understood. Business events often involve big budgets and these must be invested wisely. The clearer your vision and instructions, the easier it is for all. Your event manager and team will work hard for you to create the best experiences, so let them know about what really excites your people, what’s unique to your culture, where you want your business heading, then let their inspiration come to the fore to bring your people the magic of a great event experience.



**we create events that awaken, ignite
and motivate your people, building a
renewed sense of connection and
commitment to your organisation.**

WE LOOK FORWARD TO SPEAKING TO YOU!

PLEASE CALL +61 2 9977 5546 PLEASE EMAIL RUTH@SYNERGYEFFECT.COM.AU



SYNERGY
E F F E C T