**Team Research Findings**

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| **Purpose of the event** |  |
| **Time, date and duration of the event** |  |
| **Location of the event** |  |
| **Target audience preferences**  Consideration of the target audience – guest list, numbers, invitations, publicity, participation, gaining feedback, communication methods and channels to use. |  |

**Team Research Findings**

**EVENT CHARACTERISTICS**

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| **Event issue** | **Specific considerations** |
| **Location**  Location of the event, its size, accessibility, availability, signage, parking, budget available. |  |
| **Advertising**  Lead time, programmes, licensing and restrictions, any necessary approvals required, overall lead time needed prior to event being run, when to advertise, pricing, tickets, budget available, programme, packaging of the event. |  |
| **Transportation**  Parking, how people will arrive, permits required, staff parking, traffic management, traffic flow, parking attendants. |  |
| **Audience/guest arrival**  Entrance, wheelchair accessibility, walkways kept clear, any special arrival activities required, cloakroom, personal rest areas, signposting |  |
| **Venue**  Set up, layout of the area, refreshments available, key utilities available, equipment required, audio visual presentations, stands, banners, flip charts, lighting, ICT access, telephones, cleaning, rubbish bins and removal of waste, fire regulations |  |
| **Other considerations**  Risk management, security, media coverage, catering, coffee breaks, cash requirements, photography, any other needs, any other special effects or final touches required. |  |