

The Periodic Table of Business Events

An overview of the key elements of creating conferences, summits, workshops and corporate events

Nine key areas to creating successful business events:

- 1 **Strategy / live event** – it all starts and finishes with your purpose and delivering it
- 2 **Project management** – stakeholder and project management – clear team milestones
- 3 **Finance** – budgeting, cashflow management and reconciliation
- 4 **Production** – design / AV / staging / stage management
- 5 **Logistics** – venue / catering / insurance / speaker, delegate + VIP management
- 6 **Content** – event theme / programme / speaker or talent acquisition / curation / scripting
- 7 **Sales** – partner, sponsor and exhibitor sales
- 8 **Marketing strategy** – marketing planning to meet your event objectives
- 9 **Marketing execution** – delivering your marketing strategy by multiple channels

 Strategy / live event	 Production	 Sales
 Project management	 Logistics	 Marketing strategy
 Finance	 Content curation	 Marketing execution

Eo ¹ Event objective																			Im ² Inbound marketing				
Sm ³ Stakeholder management	Fo ⁴ Financial objective																	Wb ⁵ Website	Cy ⁶ Copywriting	Ps ⁷ PR	Sd ⁸ Save the date	Da ⁹ Digital assets	Pa ¹⁰ Print assets
Et ¹¹ Event timeline	Eb ¹² Event budget																	Mb ¹³ Marketing brief	Mo ¹⁴ Media owners	Pa ¹⁵ Professional associations	In ¹⁶ Informal networks	Li ¹⁷ LinkedIn	So ¹⁸ SEO
Gc ¹⁹ GANTT chart	Bm ²⁰ Budget management	Ed ²¹ Event design	Ss ²² Supplier selection	Sg ²³ Stage set	Eb ²⁴ Event branding	Sg ²⁵ Signage	Av ²⁶ Audio visual	Lg ²⁷ Lighting	Fh ²⁸ Furniture hire	Wf ²⁹ Wifi	Ea ³⁰ Event app	Ps ³¹ Pricing strategy	Id ³² Review internal data	An ³³ Analytics	Tw ³⁴ Twitter	If ³⁵ Infographics	Ts ³⁶ Telesales						
Tm ³⁷ Team meetings	C\$ ³⁸ Cashflow forecast	Vn ³⁹ Venue	Ca ⁴⁰ Catering	Et ⁴¹ Event technology	Ap ⁴² Audience polling	Ph ⁴³ Photography	Vd ⁴⁴ Video recording	Ls ⁴⁵ Live streaming	Pr ⁴⁶ Press room	St ⁴⁷ Speaker training	Rh ⁴⁸ Rehearsal	Ca ⁴⁹ Competitor analysis	Jta ⁵⁰ Job title analysis	RI ⁵¹ Research new lists	Bl ⁵² Blogs	Vo ⁵³ Video	Wb ⁵⁴ Webinars						
Ef ⁵⁵ Event debrief	Ro ⁵⁶ ROI	Cr ⁵⁷ Competitor research	Ei ⁷² Event insurance	Ri ⁷³ Risk assesment	Fn ⁷⁴ Floorplan	Sc ⁷⁵ Speaker co-ordination	St ⁷⁶ Speaker travel	Spx ⁷⁷ Sponsor / exhibitor management	Rm ⁷⁸ Registration management	Vp ⁷⁹ VIP management	Sm ⁸⁰ Stage management	Mk ⁸¹ Marketing budget	Kwa ⁸² Key word analysis	Ed ⁸³ Event brand design	Pm ⁸⁴ Partnership marketing	Ef ⁸⁵ Evaluation form	Ny ⁸⁶ Next year postcard						
Fs ⁸⁷ Feedback summary	Rc ⁸⁸ Recon- cillation	Sb ⁸⁹ Sponsorship brief	Dc ¹⁰⁴ Delegate comunication	Gr ¹⁰⁵ Green room	Ba ¹⁰⁶ Badges	Pb ¹⁰⁷ Programme book	Sl ¹⁰⁸ Slides	Ro ¹⁰⁹ Running order	Tb ¹¹⁰ Team briefing	Rd ¹¹¹ Registration desk	Om ¹¹² Onsite management	Mp ¹¹³ Marketing execution plan	Ms ¹¹⁴ Media source research	Cm ¹¹⁵ Content marketing	Ec ¹¹⁶ Email campaign	Ma ¹¹⁷ Marketing automation	Le ¹¹⁸ Live event						



Mm ⁵⁸ Market mapping	Dr ⁵⁹ Desk research	Fg ⁶⁰ Fear / Breed	Da ⁶¹ Delegate analysis	Ps ⁶² Phone research	Ab ⁶³ Advisory board	Et ⁶⁴ Event theme	Ef ⁶⁵ Event format	Pd ⁶⁶ Programme draft	Ps ⁶⁷ Proposed speakers	Sa ⁶⁸ Speaker acquisition	Sb ⁶⁹ Speaker / chair briefings	Cq ⁷⁰ Curate questions	Sw ⁷¹ Script writing
Ca ⁹⁰ Competitor analysis	Sh ⁹¹ Sales research	So ⁹² Sponsor objectives	Po ⁹³ Package options	S£ ⁹⁴ Sponsor pricing	E£ ⁹⁵ Exhibitor pricing	Ld ⁹⁶ Leadlist compilation	Ad ⁹⁷ Audience demographics	Sd ⁹⁸ Sales document	CrM ⁹⁹ Sales CRM system	Sin ¹⁰⁰ Sales inbound	Sfn ¹⁰¹ Sales funnel	Sc ¹⁰² Sales calls	Cn ¹⁰³ Sales contract

Created by Sasha Frieze.
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