Three stage approach to events organisation

Stage 1

- The Plan
 - Time
 - Aim and Objectives
 - Budget Allocation
 - Project Champion
- Project Board to include partners
- Work Group to co-ordinate events organisation

Stage 2

- Marketing
 - Segmentation
 - Contact Lists
 - Media
- Sponsorship
- Venues
- Contracts
- Consultancy

Stage 3

- Post Event Debrief and Evaluation
- Contact Database
- Product Ownership