



# Planning Public Events and Activities

A public event is an activity with an open invitation to attend. Anyone can come; the event may or may not charge an entrance fee, and may be ticketed.

Any event should target specific groups most relevant to the purpose of your event, using this to inform your format and content.

## Audience

Which public will help you to achieve your purpose? Are you targeting a certain demographic, profession, interest, location or a mixture?

Create a profile of your target group, avoiding stereotypes, and consider the factors that will interest or dissuade them.

## Format

What type of event will best help you meet your objectives?

Different types will accommodate different purposes and learning types.

The format will also need to appeal to your intended audience. Think about their behaviours, preferences and attitudes.

## Purpose

What are you hoping to achieve, both as an organiser and for the attendees?

Your aims should be based on outcomes that are directly attainable from your event.

Use these to inform the design of the event and its evaluation, being careful that your planned activity can satisfy the aims set.

## Content

Consider people's motivations for attending. What will they want to get out of your event?

How can you shape content to engage their interests? Are there topical references or speakers that you can use?

Involve relevant individuals and groups in planning and/or delivery for new insights.

## Venue

Can the venue effectively facilitate your chosen format and activities?

Consider your audience. Will people respond better to a familiar or grand venue? Is it close to their homes or work?

What potential barriers to involvement may there be that you need to mitigate for?



# The Practicalities

## Evidencing / Legacy

You might want to record your event with pictures, audio or video recording. These can then be placed online for anyone who couldn't attend, used in the reporting and recording of results, or used in follow up events.

## Additional Costs and Processes

Events hosted at QMUL may require a number of services, ask [Estates Helpdesk](#) for more advice regarding these. If you're hosting outside of the university ensure to ask a quote for all additional services at the very start.

## Promotion

How will the target public find out about your event? Think about their behaviours. How do they access information? Do they use social media?  
Can you use existing mailing lists to reach people? Try contacting relevant groups who might be able to send out information.  
Create a title and description that will grab attention and let them know what they might expect from the event.

## Evaluation

Evaluation is important to evidence your achievement against your aims, and to identify improvements and good practice for future activities.  
The scale of evaluation depends on your initial aims. What do you need to do to measure these?  
Evaluation requires time and resource to process the results. You also need to make time to apply findings through process improvement or reporting.  
Read more in our [evaluation guide](#).

## Physical Accessibility Requirements

Think about the potential accessibility requirements of your public and speakers. Visit the [Social Care Institute for Excellence website](#) for a comprehensive guide to accessible events.

## Tickets and Registration

Think about your audience in this process, are they likely to use the internet? How much are they likely to pay for tickets?  
Eventbrite does not charge commission for free events and is commonly used by universities. Visit the [Eventbrite help pages](#) for more information.

## Check Your Location

Visit your venue to ensure that it fits your purpose and to check for background noise and maintenance.  
Make your own journey from building entrances to the host room to check how easy it is to find and whether you might need further signage or a more easily accessible room