

# Organisers' Guide



- **What do you want to get out of the event?**

Think about why you are organising this event and what you want to get out of it. How will you achieve this goal? What are the most important elements of the day? The Location, the size of the venue, the date or price?

- **Book in advance**

Cambridge is a popular destination so planning early is key if you want to secure the perfect venue. Our events team can advise availability and what might work well for you in advance.

- **Location**

Think about where your guests are coming from. If they are international do they need coach access or parking? How important is it that they can walk into the city centre?

- **Special Requirements**

Check with your delegates in advance if they have any special requirements such as accessibility or dietary requirements. The more notice you can give the venue the more they can cater for their needs.

- **Timings**

Think about how the structure of your day will work. If you have a long day of lectures it is important to factor in regular breaks with refreshments to keep your guests energised.

- **Weather**

If you are planning an outdoor event you will need to ensure you have a wet weather backup. We will always provide one for you and can also offer umbrellas for your guests use.

- **Extras**

Do you need to organise any extras for your event such as poster boards, specialist AV or entertainment? It's important to let the suppliers know how to get to the venue, the size of the space available and provide any legal documents. We can help arrange those extra details for you.

- **Communication**

Let your delegates know deadlines in advance. Once they've booked ensure they know how to get to the venue along with travel and parking options. See our how to get here page for these details.

- **Social Media**

Why not create a hashtag to get people talking about your event.