



International Association
for Public Participation

FORUMS & SEMINARS – a mini guide to planning and holding an event

The following list is a prompt for Chapters when embarking upon running an event or forum.

1.	Select a topic and theme	Involve members in identifying the topic and theme. Frame the topic so that it is easily understood and will engage a wide audience.
2.	Develop a budget	Decide at this point whether you will require sponsorship funds. If so, obtain a written agreement of sponsorship benefits with them before pursuing the event.
3.	Select a venue	Consider accessibility issue AND the appropriateness of the venue to model a good P2 'experience' (room shape, size, natural light etc). Check catering options, audio visual etc.
4.	Select speakers and chairs	Aim for a mix of male and female, varying cultural perspectives etc. Negotiate payment of speakers and their requirements on the day.
5.	Undertake speaker and chair liaison re. core values	See chair and speaker guide to reinforce quality control.
6.	Obtain written speaker approval for use of presentations	Try to obtain an electronic version of presentation PROIR to the presentation as they can be hard to get later.
7.	Develop brochures and other advertising material	Include information on <i>why</i> you should attend and the speaker bios.
8.	Advertise the event	In a range of ways: web, networks, newsletters.
9.	Take registrations	Contact IAP2 to see how you can maximise the capacity for registration to be taken on line and support ongoing membership initiatives.
10.	Collate and/or develop materials for use on the day	Speaker handouts, membership material, foundations document, name tags, evaluation forms etc.
11.	Double check audio visual requirements and ensure written quote includes everything you need	<ul style="list-style-type: none"> • Laptop • Data projector • Projection Screens • White board • Lectern • Panel Table • Table and roving mics
12.	Hold event	Have registration desk staffed by 2 people. It is a good idea to also have a 'runner' for dealing with the unexpected.
13.	Undertake evaluation and post event debrief	Involve some speakers and attendees
14.	Load up material for members on www.iap2.org	(papers, speaker presentations etc)
15.	Celebrate	Pat yourselves on the back - a great effort

