

# GUIDANCE: No Event

## 1.0 INTRODUCTION

This resource is one part of the events planning framework that will be used by the Association of Consulting Engineering Companies – British Columbia (ACEC-BC) when planning events and meetings. This section covers event logistics. It will assist event planners with understanding timeline and actions required for the different event types and identifies key information required to support event planning and logistics.

## 2.0 ACEC-BC REQUIREMENTS

The following section outlines ACEC-BC requirements for the selected event type, including:

- a) Timelines and responsibilities for organizing and delivery of events
- b) Technology considerations for the different event types

Please note that the timeline provided in this section is the minimum time required to ensure successful delivery of any event type. When possible, it's encouraged to coordinate with the ACEC-BC team as early as possible to begin the event planning process to allow for proper planning and preparation which are critical to the event success.

### **Health, Safety, and Insurance Requirements:**

All ACEC-BC events are required to adhere to WorkSafe BC requirements, Provincial Health guidelines and restrictions, and be in accordance with ACEC-BC's event insurance policy. When organizing events that may include in-person components, please coordinate with ACEC-BC staff to ensure Health and Safety and Insurance compliance when developing an event plan. Venue booking and commitment of resources is only authorized for ACEC-BC staff.

If an event is hosted at an ACEC-BC member firm's office, event organizers are asked to review and consult with firm representatives to ensure compliance with any office health and safety requirements prior to the event. ACEC-BC staff will also work with you to ensure all speakers and guest are provided with a safety briefing prior to any in-person event.

Timelines outlined in the following sections are based on ACEC-BC team capacity and support appropriate communication with event partners and participants. Occasionally conditions and capacity may support or require shorter timelines. These situations should be considered exceptional.

Sometimes the most effective approach to achieve the purpose and objective set out by the team **may not be an event**. ACEC-BC's Communication Strategy offers various communication systems, processes, and tools to support the Association in delivering effective and brand-consistent information to members and other target audiences. Examples of alternatives to hosting an event include:

- Video Marketing
- Social Media Outreach Campaigns
- Email Marketing
- ACEC-BC Resource Development
- Position Paper / Policy Paper Development
- Paid Advertising

Please note that communication method will vary depending on the set objective. As part of the kick-off meeting, the ACEC-BC team will work with you to identify and recommend the best communication option to achieve your objective.

### Timeline

Step	Timing	Champion
Planning Meeting to walkthrough ACEC-BC Events Framework	3+ months prior	Organizing Committee
Kick-off meeting with ACEC-BC Staff	3 months prior	Organizing Committee
Secure release date in ACEC-BC Communications Calendar	3 months prior	Organizing Committee
Provide content as required	4-10 weeks prior	Organizing Committee
Communication developed	3-6 weeks prior	ACEC-BC
Support ACEC-BC in content review	2-3 weeks prior	Organizing Committee
Communication released	Release Day	ACEC-BC
<b>Communication Release</b>		
Share content / communication internally	Release Day	Organizing Committee
Provide data summary / analytics	4-8 weeks after	ACEC-BC

### 3.0 GUIDANCE

Selecting the right event type is critical, but successful events require much more: planning and delivery are critical to event success, regardless of format. ACEC-BC has identified a number of effective practices to delivering events that are engaging, effective, and valuable. The following section provides guidance, identify practices that event organizers should consider.

Following are key considerations for planning an inclusive and effective event, regardless of format:

- Clearly define the event outcomes and objectives and then use these to guide decision making and planning throughout the process.
- Identify key messages for the event and ensure your facilitators have this information.
- Be clear about who your intended audience is and plan your objectives and key messages to align with the interests of this audience. As you prepare for the event, track who is registered to confirm whether your audience is the same or different, adjusting your event focus if needed.
- Identify key audience members or representatives that may be attending and confirm how they would like to be recognized.
- The event format and design need to align with the objectives. For example, if a primary objective is to encourage learning through participation, then the agenda needs to allow sufficient time for discussion and participation.
- Plan for inclusion and accessibility, including budget if necessary. Ensure physical spaces are accessible and that virtual platforms are configured to include accessibility.
- Facilitators and speakers can be more comfortable or effective with different event types. It is important to select the right presenter for the event type selected.
- Evaluate your event (planning and deliver) to identify successes as well as opportunities for improvement. Use these to guide the development of future events and share this feedback with others who are organizing and planning events.

Depending on the event type, there are different actions and approaches to consider. At a high level, following are key considerations when organizing your event:

1. Understand your presenters and audience, considering not only their interest in the event from a content perspective, but also their needs related to format and accessibility.
2. Decide on the content and goals for the event, clearly articulating these to everyone involved in the organizing process.
3. Choose a venue or platform that meets the needs of your presenters and audience and can effectively achieve your event goals and objectives.
4. Consider participant engagement, recognizing there are many different ways to achieve engagement and connection in a range of event types.
5. Understand the importance of redistribution of content from this event and then identify options to meet that redistribution need.