

# Community Food Forum – 24<sup>th</sup> April 2018

## Hand Out on Enterprise

### Top Tips For Organising Successful Events

- 1) **Research what already exists** - Look at the area you want to create an event (e.g. a vegan market) attend existing events, see what works well at them and what could be done better and use that research to help you create your event
- 2) **Be different** - What is your unique selling point? At the company I run Vevolution our main USP's are that our events are highly produced in beautiful spaces and we film and record all the content and make it freely available as podcasts and videos.
- 3) **Finding funding** - Running events is expensive so to make these work you need either grant funding, to sell exhibition space or sponsorship from companies who believe in your mission.

\* At Vevolution we create a sponsorship pack we send to interested parties. This outlines what we do, why we do it. who attends our events and the benefits to them of financially supporting us.

- 4) **Be creative with venues** - This will be your biggest cost, try and find venues who share a vision. We've been able to find venue partners who have brought into what we are offering and therefore offered us good deals.

\* Always remember you are bringing something to the table, people, connections, free marketing. Especially during the week and not in peak times like December there are deals to be done

- 5) **Focus your promotional efforts** - If you have limited time and resources think carefully about where you wish to target your promotion. You can't do everything, think about where your target demographic is and create engaging content there
- 6) **Be professional and realistic** - If you want something to be a sustainable enterprise you need to ensure everything you do is to the highest possible standard. It is better to start small and do something great than stretch yourself to far and create a bad experience for attendees.

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