



ELEVATE YOUR **EVENT** PLAYBOOK



WHY YOU NEED THE

ELEVATE YOUR EVENT PLAYBOOK

This resource gives you the **play-by-play** to make your next event a remarkable one. When you are done reading, you will know all of our secrets proven to create an event people love every. single. time.

Included are three checklists: one for **in-person**, one for **hybrid**, and one for **virtual** events. Each checklist details all you need to know to create a **REVOLUTIONARY** event, both for you and your attendees.

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WHY TRUST ELEVATE

Have you ever been to a dull conference that felt like it was dragging on forever or a ceremony that fell far from being celebratory? Or maybe you've been to an awards banquet where there was great food and drinks, but no one seemed engaged. Not fun, right? And definitely not memorable.... but it doesn't need to be this way!

Since 2012, we have been on a mission to prevent just this. Our goal is to eliminate the plague of boring events!

As we all know, producing an event of any size can be a daunting task and requires tough work! With so many elements to consider and coordinate, it can be difficult to enjoy planning an event and making it excellent for everyone experiencing it – including you!



WHY ELEVATE ?

Our team is dedicated to providing exceptional services and unparalleled production from event concept to completion. We are committed to creating innovative, memorable, and engaging experiences that bring people together and create impressions that last for years to come!

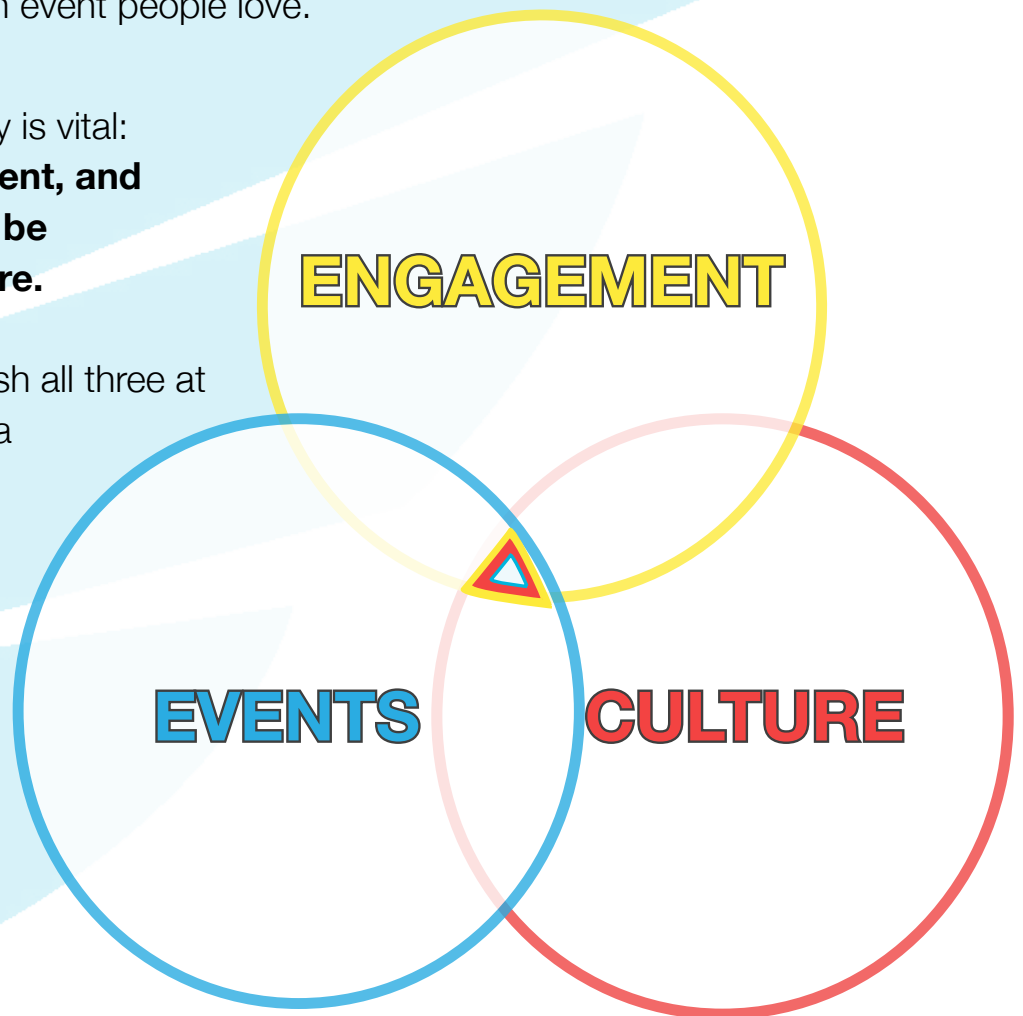
“EVENTS ARE NOT JUST A MOMENT,
THEY START A MOVEMENT”

ELEVATE YOUR EVENT PLAYBOOK

To create a remarkable experience, we think in three categories: events, engagement, and culture. Where these three categories align, is where the true magic happens, and that is how you create an event people love.

To do this, each category is vital:
**events need engagement, and
engagement needs to be
centered around culture.**

When you can accomplish all three at once, you have created a memorable, fun, and remarkable experience.



CLIENTS WHO TRUST ELEVATE



WHAT WE STAND ON

OUR VALUES



RELATIONSHIPS

Our focus is adding value to others



REMARKABILITY

We activate things that lead to great conversation & positive impact

ENTHUSIASM

Our team approaches our work with professional joy and authentic connection



INITIATIVE

We strive to remain one step ahead in the planning and innovative process



BRAVERY

We overcome and are often out of our comfort zone



OUR BELIEFS


- ➔ Putting **others first** is the best way to grow your brand
- ➔ **Culture wins** when you design remarkable moments for people
- ➔ Companies that **keep it fresh** will continue to increase their impact
- ➔ **Opportunity awaits** the brave and curious
- ➔ the **hero of the story** is our client, not us

Okay, so you know about this resource, and you know a little about us. **Are you ready for the play-by-play?**

**ELEVATE
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IN-PERSON EVENTS

HOW TO PLAN 3 - 4 MONTHS OUT

- 
- ❑ Choose a **team of event assistants** to delegate tasks to during your planning process and execution on the day of your event
 - ❑ Host a **vision-casting session** to brainstorm and dream with your team
 - ❑ Choose the **date + time** of your event
 - ❑ Ensure you have the proper setup time in place!
 - ❑ Make sure there is built-in time for a run through of the event ON SITE.
 - ❑ Establish a **budget** for your event
 - ❑ Consider your **audience**:
 - ❑ What will they get from your event?
 - ❑ How do you want to impact them?
 - ❑ What do you want them to take away?
 - ❑ What do you want them to leave your event thinking and feeling?
 - ❑ Choose the **event theme + key messages**
 - ❑ **Contact** potential keynote speakers, emcees, or performers for availability
 - ❑ Create a **mood board** for your event
 - ❑ Include the decor, signage, theme, and style of your event
 - ❑ Begin designs for all custom materials for the event (i.e., branding for screens, directional signage, handouts, etc.)
 - ❑ Decide on your **estimated number** of attendees
 - ❑ Book your **venue/meeting space**
 - ❑ If a site visit is needed, book this in advance
 - ❑ Consider the following when thinking about your event: parking, restrooms, what is provided by the venue (i.e., food, staffing, etc.), A/V, and internet. Etc.
 - ❑ Secure all of your **vendors** and begin communication and plans (signage, handouts, catering, speakers, entertainment, etc.)

OUR ICEBREAKER RESOURCES



Why settle for a boring event when you can level up the fun with our games?

We have created a virtual library filled with games for you to use during your event!

The Elevate Icebreakers Library is full of over 25 different games, and counting! With a variety of options to choose from, including musical trivia, visual puzzles, and interactive challenges, our games are designed to bring people together and create lasting memories. Whether you're planning a corporate event, teaching in your classroom, or hosting a virtual gathering, our games are the perfect addition to keep your attendees entertained and engaged!

Check them out [HERE!](#)

HOW TO PLAN 2 MONTHS OUT

- ☐ Send **invitations** to event guests/attendees. Consider if you want this to be a registered event or not!

- ☐ *These can be mailed or sent digitally, it's up to you! If it is a registered digital invitation, set it up so registrants get a confirmation email.*

***** PRO TIP: include your event branding on the invitation! This creates credibility before your guests step foot into your event!**

- ☐ Create an **equipment list**

- ☐ **Audio + Visual (A/V):** If you are doing this in-house, think through all elements, stage, lighting, microphones, speakers, music for the exterior of the event, are you recording, etc.

***** PRO TIP:** Are you in need of a venue to host your event? You can host your event at our Elevate Office, fully equipped with an in-person meeting space and studio! [CLICK HERE](#) to book!

- ☐ **Logistics + Miscellaneous:** Think about all of the details for your event step-by step, and any necessities you may need!
- ☐ Last-minute supplies (scissors, tape, pens, paper, etc.)
- ☐ First aid kit
- ☐ Printed pamphlets/handouts

- ☐ Organize **seating arrangements** for your attendees. We recommend you plan according to the style of your event. If the event is designed to encourage connection, we suggest rounds. If they are learning and digesting from a keynote speaker, we suggest classroom or auditorium seating.

Things to consider:

- ☐ Will attendees be in rows auditorium-style?
- ☐ Will attendees be in rounds of 6-10 people per round?
- ☐ Will they be seated classroom style? Communicate the seating plan to the venue.
- ☐ If you are using any tables, make a linen order online or from your local fabric store.

- ☐ Book **travel details** for speakers, vendors, guests, or key players in your event

- ☐ Think through the execution of **branding for your event** (presentation slides, zoom invitation, etc.)

- ☐ Create a **"run-of-show"** for your event. This does not need to be "day-of perfect." Just use it as a starting point to begin a framework for your event.

- ☐ *A run-of-show is an in-depth schedule for your event. See our example on the next page*

PLAN YOUR IN-PERSON RUN-OF-SHOW

A run-of-show is an in-depth schedule for your event. See our example below!

Time	Length (min.)	Person	Title/Content
PRE-SHOW			
7:30 A.M.	30 minutes	Elevate, your team	Verbal/Tech Final Run through
9:00 A.M.	60 minutes	Billy Boughey	Session one begins
SHOW			
10:00 A.M.	30 minutes		Welcome + Set up
10:30 A.M.	15 minutes		CEO Share

Feeling overwhelmed? We can do it for you! [Contact us here](#)

Time	Length (min.)	Person	Title/Content

HOW TO PLAN 4-6 WEEKS OUT

- ❑ **Finalize your run-of-show**
 - ❑ Include who, location, props, etc.
 - ❑ Add in transitions: what is happening between each segment?
- ❑ **Create notes** for yourself and key players in your event team (your event assistants, DJ, emcees, speakers, vendors, etc) and communicate it to needed parties
- ❑ If you have guest speakers, **connect with them** to develop any presentation slides
 - ❑ Make sure they are arriving early enough to attend the event run through
- ❑ **Connect with vendors + caterers** to work through details for the flow and success of your event
 - ❑ Confirm orders with the venue (i.e., food, beverage, tables, linens, parking details, room details, etc.)
 - ❑ Confirm orders with printers for any ordered signage, swag, or giveaways
- ❑ Send an **email to guests/attendees**. Remind them of the upcoming event. Maybe even consider including a video from a key player who will be presenting at the event in the email to boost engagement
- ❑ Send an **email to the event staff** with details regarding attire, location, timing, responsibilities, parking, and any additional important information
 - ❑ Make sure they are arriving early enough to attend the event run through

*** PRO TIPS:

EMAILING GUESTS: If your event is longer, like an overnight retreat, consider including some frequently asked questions in your email. This will reduce the number of emails you get asking the same question over and over!

EMAILING EVENT STAFF: Vision cast with your event staff to illustrate “the why” behind your event!



HOW TO PLAN ONE MONTH OUT

- ☐ Confirm the **number of guests** and whether or not there is potential for **attendees to be added** on the day of the event
- ☐ Send a **final email** to vendors + caterers to finalize all details and confirm the expected number of guests
- ☐ Create an **event packing list** with all decor, props, mobile equipment, etc.
- ☐ **Create a document** with contact information for all involved in the event execution (i.e. venues, vendors, entertainment, speakers, etc.)
- ☐ **Finalize slides**
- ☐ Create a **music playlist** for your event
 - ☐ Consider the length of your event, when you want music playing, and the different energy levels of different parts of your event

ONE WEEK OUT

- ☐ **Send a reminder** to all that need to be at the event run through about where it is, when it is happening, and what they need to be prepared for it.
- ☐ **Send a final email** to all attendees that the event is ONE WEEK AWAY!
- ☐ **Review everything you have created:**
 - ☐ Slides: Spelling, branding, transitions, sound (if there is a video)
 - ☐ Equipment list: AV and logistics. Think through the entire event from top to bottom, is anything missing?
 - ☐ Run-of-Show: Is everything that is in your brain on that document?
 - ☐ Think "If I got sick and couldn't attend, could I pass this document to someone and they could take over?"
- ☐ Make sure all **contracts are signed and needed payments** are made.
- ☐ Print out the **final run-of-show** for all who will need it on-site (bring extras!)
- ☐ Get some **thank you notes** to bring with you on-site – you will need them!

Get EXCITED! The event you have been working so hard on is about to come to life!

**ELEVATE
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VIRTUAL EVENTS

for your on-screen audience

HOW TO PLAN 3-4 MONTHS OUT



- Choose a **team of event assistants** to delegate tasks to during your planning process and execution on the day of your event

- Host a **vision-casting session** to brainstorm and dream with your team

- Establish a **budget** for your event

- Consider your **audience**

- What will they get from your event?
- How do you want to impact them?
- What do you want them to take away?
- What do you want them to leave your event thinking and feeling?

- Choose the **event theme + key messages**

- Contact** potential keynote speakers, emcees, or performers for availability

- Create a **mood board** for your event

- Include the theme, and style of your event
- Begin designs for all custom materials for the event (i.e., branding for slides, virtual invitations, anything that may be mailed, etc.)

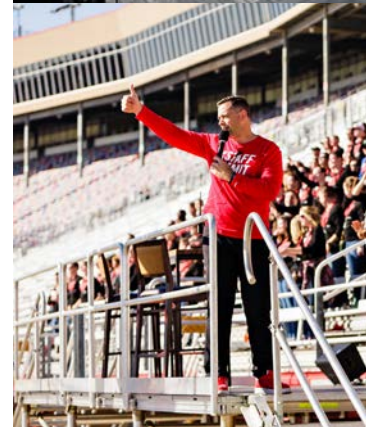
- Decide on your **estimated number of attendees**

(This will impact your platform of choice for hosting your virtual event)

- Consider your **platform**

Will it be on Zoom? Google Meets? Etc.

Secure all of your vendors and begin communication and plans



HOW TO PLAN 2 MONTHS OUT

- Send **invitations** to event guests/attendees. Consider if you want this to be a registered event or not!
*** *PRO TIP: include your event branding on the invitation! This creates credibility before your guests step foot into your event!*

- Create an **equipment list**
 - A/V: if you are doing this in- house, think through all elements: will you have a virtual studio? If so, think about a way to display all virtual attendees on the screen, cameras, lighting, microphones, speakers, music for the exterior of the event, are you recording, etc.
**** PRO TIP: Did you read the word “virtual” and get nervous? Don’t let that scare you! You can host your virtual event at our Elevate Office, fully equipped with a virtual studio! [CLICK HERE](#) to book the Elevate Studio to host your virtual event!*
- Logistics: Is the platform ready to host your estimated attendee count? Will you send anything to attendees to have for the virtual event? If so, what will it be? When does it need to go in the mail? Etc.

- Create a **“run-of-show”** for your event. This does not need to be “day- of perfect.” Just use it as a starting point to begin a framework for your event. This is an in-depth schedule for your event. See our example on the next page!
- Think through the execution of **branding for your event** (presentation slides, zoom invitation, etc.)

PLAN YOUR VIRTUAL RUN-OF-SHOW

A run-of-show is an in-depth schedule for your event. See our example below!

Time	Length (min.)	Person	Title/Content
PRE-SHOW			
7:30 A.M.	30 minutes	Elevate, your team	Verbal/Tech Final Virtual Run through
9:00 A.M.	60 minutes	Billy Boughey	Session one Zoom begins
SHOW			
10:00 A.M.	30 minutes		Welcome Video + Set up
10:30 A.M.	15 minutes		Host Discussion

Now try it for yourself!

Time	Length (min.)	Person	Title/Content

HOW TO PLAN 4-6 WEEKS OUT

- ❑ **Finalize** your run-of-show
 - ❑ Include who, props, etc.
 - ❑ Add in transitions: what is happening between each segment?
- ❑ Create **notes** for yourself and key players in your event team (your event assistants, DJ, emcees, speakers, vendors, etc) and communicate it to needed parties
- ❑ If you have guest speakers, **connect with them** to develop any presentation slides
 - ❑ Make sure they are arriving to the virtual link early enough to attend the event run through
- ❑ Connect with **vendors** to work through details for the flow and success of your event
- ❑ **Send an email to guests/attendees.** Remind them of the upcoming event. Maybe even consider including a video from a key player who will be presenting at the event in the email to boost engagement

**** PRO TIP: Consider including some frequently asked questions in your email. This will reduce the number of emails you get asking the same question over and over!*
- ❑ **Send an email to the event staff** if they are coming to the virtual studio with details regarding attire, location, timing, responsibilities, parking, and any additional important information
 - ❑ Make sure they are arriving early enough to attend the event run through

****PRO TIP: Vision cast with your event staff to illustrate “the why” behind your event!*

HOW TO PLAN 1 MONTH OUT



- ☐ Confirm the **number of guests** and whether or not there is potential for **attendees to be added on the day of the event**
- ☐ Create an **event packing list** for the virtual studio with all decor, props, equipment, etc. (want an idea of what equipment you may need, check out our list, [here!](#))
- ☐ **Finalize slides**
- ☐ Create a **music playlist** for your event
 - ☐ Consider the length of your event, when you want music playing, and the different energy levels of different parts of your event

If you need help with this, we offer DJ and event-hosting services!

1 WEEK OUT



- ☐ **Send a reminder** to all that need to be at the event run through including the link and/or address if in person, when it is happening, and what they need to know to be prepared for it
- ☐ **Send a final email** to all attendees that the event is ONE WEEK AWAY! Review everything you have created:
 - ☐ Slides: Spelling, branding, transitions, sound (if there is a video)
 - ☐ Equipment list: Run a final A/V and miscellaneous logistics equipment check. Think through the entire event from top to bottom, is anything missing?
 - ☐ Run-of-Show: Is everything that is in your brain on that document? Think "If I got sick and couldn't attend, could I pass this document to someone and they could take over?"
- ☐ Make sure all **contracts are signed and needed payments** are made
- ☐ Print out the **final run-of-show** for all who will need it on-site (bring extras!)
- ☐ Get some **thank you notes** to bring with you on-site – you will need them!



ELEVATE YOUR EVENT PLAYBOOK

X HYBRID EVENTS

O

* Remember: a hybrid event is TWO distinct audiences at one event, a virtual audience and an in-person audience, and we like to plan accordingly! *

HOW TO PLAN 3-4 MONTHS OUT

- ❑ Choose a **team of event assistants** to delegate tasks to during your planning process and execution on the day of your event
- ❑ Host a **vision-casting session** to brainstorm and dream with your team(s)
 - ❑ Internal team: this includes your organization's immediate team
 - ❑ External team: this includes groups you may want to outsource from (i.e., DJs, emcees, venue staff, sponsors, etc.)
- ❑ Choose the **date + time** of your event
 - ❑ Ensure you have the proper setup time in place!
 - ❑ Make sure there is built-in time for a run-through of the event BEFORE the start time.
- ❑ Establish a **budget** for your event
- ❑ Consider your **audiences**
 - ❑ What will they get from your event?
 - ❑ How do you want to impact them?
 - ❑ What do you want them to take away?
 - ❑ What do you want them to leave your event thinking and feeling?
- ❑ Choose the **event theme + key messages**
- ❑ Contact potential **keynote speakers, emcees, or performers** for availability
- ❑ Create a **mood board** for your event
 - ❑ Include the theme, and style of your event
 - ❑ Begin designs for all custom materials for the event (i.e., branding for slides, virtual invitations, backdrops, anything that may be mailed, etc.)
- ❑ Decide on your **estimated number of attendees** (this will impact your platform of choice for hosting your virtual audience, and your room set up for your in person audience)
- ❑ Consider your **platform + venue**
 - ❑ Will it be on Zoom? Google Meets? Etc.
 - ❑ How will you let the virtual audience see in the in person audience?
 - ❑ How will you let the in person audience see the virtual audience?
- ❑ Secure all of your **vendors** and begin communication and plans

HOW TO PLAN 2 MONTHS OUT



- **Send invitations** to event guests/attendees. Consider if you want this to be a registered event or not!

**** PRO TIP: include your event branding on the invitation! This creates credibility before your guests step foot into your event!*

- **Create an equipment list**

- **AVV:** If you are doing this in- house, think through all elements: will you have a virtual studio? If so, think about a way to display all virtual attendees on the screen, cameras, lighting, microphones, speakers, music for the exterior of the event, are you recording, etc.

**** PRO TIP: Did you read the word “virtual studio” and get nervous? Don’t let that scare you! [CLICK HERE](#) to book the Elevate Studio to host your hybrid event!*

- **Logistics:** Is the platform ready and able to host your estimated attendee count? Will you send anything to attendees to have for the virtual event? If so, what will it be? When does it need to go in the mail? Etc.



- **Create a “run-of-show”** for your event. This does not need to be “day- of perfect.” Just use it as a starting point to begin a framework for your event.

This is an in-depth schedule for your event. See our example on the next page.

- **Think through the execution of branding for your event** (presentation slides, zoom invitation, etc.)



PLAN YOUR HYBRID RUN-OF-SHOW

A run-of-show is an in-depth schedule for your event. See our example below!

Time	Length (min.)	Person	Title/Content
PRE-SHOW			
7:30 A.M.	30 minutes	Elevate, your team	Verbal/Tech Final Virtual Run through
9:00 A.M.	60 minutes	Billy Boughey	Session one Zoom begins
SHOW			
10:00 A.M.	30 minutes		Welcome Video + Set up
10:30 A.M.	15 minutes		Host Discussion

Now try it for yourself!

Time	Length (min.)	Person	Title/Content

HOW TO PLAN 4-6 WEEKS OUT

- ☐ **Finalize** your run-of-show
 - ☐ Include who, props, etc.
 - ☐ Add in transitions: what is happening between each segment?
- ☐ **Create notes** for yourself and key players in your event team (your event assistants, DJ, emcees, speakers, vendors, etc) and communicate it to needed parties.
- ☐ If you have guest speakers, **connect with them** to develop any presentation slides
 - ☐ Make sure they are arriving to the virtual link early enough to at
 - ☐ tend the event run through
- ☐ Connect with **vendors** to work through details for the flow and success of your event
- ☐ **Send an email to guests/attendees.** Remind them of the upcoming event. Maybe even consider including a video from a key player who will be presenting at the event in the email to boost engagement.

**** PRO TIP: Consider including some frequently asked questions in your email. This will reduce the number of emails you get asking the same question over and over!*
- ☐ **Send an email to the event staff** if they are coming to the virtual studio with details regarding attire, location, timing, responsibilities, parking, and any additional important information
 - ☐ Make sure they are arriving early enough to attend the event run through

**** PRO TIP: Vision cast with your event staff to illustrate "the why" behind your event!*

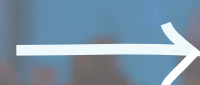
HOW TO PLAN 1 MONTH OUT



- ☐ Confirm the **number of guests** and whether or not there is potential for attendees to be added on the day of the event
- ☐ Create an **event packing list** for the **virtual studio** with all decor, props, equipment, etc. (want an idea of what equipment you may need, check out our list above!)
- ☐ **Finalize slides**
- ☐ Create a **music playlist** for your event
Consider the length of your event, when you want music playing, and the different energy levels of different parts of your event

If you need help with this, we offer DJ and event-hosting services!

1 WEEK OUT



- ☐ **Send a reminder** to all that need to be at the event run through including the link, when it is happening, and what they need to know to be prepared for it
- ☐ **Send a final email** to all attendees that the event is ONE WEEK AWAY!
- ☐ **Review** everything you have created:
 - ☐ Slides: Spelling, branding, transitions, sound (if there are any videos)
 - ☐ Equipment list: Double check your A/V and miscellaneous logistics. Think through the entire event from top to bottom- is anything missing?
 - ☐ Run-of-Show: Is everything that is in your brain on that document? Ask yourself, "If I got sick and couldn't attend, could I pass this document to someone and they could take over?"
- ☐ Make sure all **contracts are signed and needed payments** are made
- ☐ Print out the **final run-of-show** for all who will need it on-site (bring extras!)
- ☐ Get some **thank you notes** to bring with you on-site – you will need them!

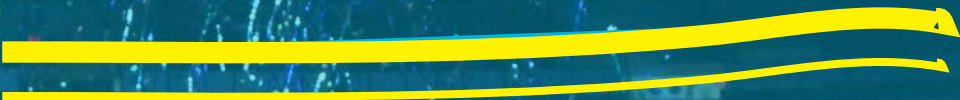


Get **EXCITED!** The event you have been working so hard on is about to come to life!

DON'T FORGET THIS ESSENTIAL STEP

POST-EVENT FOLLOW UP

- ☐ Take note of this question the day after the event:
If I were to do this event tomorrow, what would I do differently?


- ☐ Send surveys to your client and event staff to learn how you can make your next event even better
- ☐ Mail thank you + acknowledgement notes to:
 - ☐ Attendees
 - ☐ Event staff + production teams
 - ☐ Speakers + entertainment
 - ☐ Donors/sponsors
 - ☐ The media
- ☐ Follow up with your vendors and venue staff to maintain your relationships and make sure nothing important was left at the location

↓ NEXT STEPS... ↓

LET'S CONNECT

@eventspeoplelove



@ElevateExperiences



Visit www.elevateexperiences.com
to learn more about how we can help
bring your next event to LIFE!



Get even more FREE tips and tricks!

Join our [monthly email list](#) for exclusive, front-row access to
the tools and resources you need to make your next EPIC event now!



Our team at Elevate offers audio/visual, consultation, production, and emceeing services for all events alongside our resources. Contact us today to get started and let us show you how we can make your next event a success!



Elevate