# Large Conferences & Event Planning Toolkit This document contains templates, checklists and decision support tools which will assist in planning international development conferences and events.

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# **Sample Event Evaluation Questionnaire**

For an example of a questionnaire is designed to measure the impact of the trainings/seminars and capacity building activities of IICD see "capacity development part 2" located at

http://demosurvey.iicd.org/

# **Useful Online Event Scheduling Tools**

A useful Web 2.0 tool for scheduling meetings and events see the following URL:

http://www.doodle.ch/ https://www.regonline.com/

# **Conference Planning Checklist**

Here is an example of a conference planning checklist used by UN-Habitat

\_\_set the date(s) \_set the daily start and end time(s) \_\_determine the location \_\_create a budget and accounting system book the venue(s), social activities and workshop rooms determine a preliminary list of potential participants, staff/volunteers and presenters book a block of hotel rooms for participants, staff/volunteers and presenters book audio visual equipment and technicians decide on a theme and outcome for the event send a "save the date" email to potential participants, presenters and staff/volunteers create promotional plan – email campaign, web site, print materials \_\_put a place holder announcement on web site with preliminary details develop a conference daily schedule of events \_\_recruit internal (staff/member) speakers book the key note speaker and other speakers, request workshop descriptions and presenter profiles select and order presenter's gift(s) and/or prizes \_book flights, rental cars or other transportation book the caterer and get menu suggestions gather print and web copy for designer – logo, pictures, presenter profiles,

workshop descriptions, conference schedule, promotional copy

plan the registration process – deadline for early bird and final registrations, create/enter data into database, create/upload information for web registration create a supply list, order supplies that need lead time \_\_start planning brochure – printing deadlines, graphic artist booked design welcome packages and ice breaking exercise order printing: brochures, t shirt printing, trinkets, banners/signage etc. web page uploading/design – registration, information on the location (map, weather link), hotel room booking, conference schedule, key note speaker and other presenter's profiles. distribute brochures determine workshop room assignments, create audio visual needs list and workshop room layouts (classroom, theatre, pods) publish workshop descriptions and finalized workshop schedule on the web site \_\_start early bird registration finalize participant, presenter and staff list finalize the menu finalize the audio visual equipment booking confirm with the cater the final count of meals required create signage finalize task lists/instructions for staff/volunteers finalize instructions for presenters create name tags and welcome packages (schedule of events, maps, tickets, paper, pen, trinkets, instructions)

create organizers supplies kit (stapler, scissors, painter's tape, markers, card

stock, blank name tags, extension cord(s), pens, paper clips, sticky notes)

arrange for shipment of supplies

# 5 Steps to a Planning a Perfect TOT (Training of Trainers)

## Stage 1 – Initial planning

- Why hold this event?
- What are the objectives?
- How can this event support on-going regional / campaign activities?
- Who will be the institutional host(s) and Secretariat
- Who will be the trainers / facilitators?
- Who will attend?
- What criteria will be used to select participants?
- Who will the VIPs be?
- What will the format be?
- When and Where will training take place?
- Where will the accommodation be and to what standard is it?
- How is the meeting being paid for: what is desirable and what is affordable?
- Who does what ?
  - o Who identifies National / International participants?
  - o Who informs the national government?
  - Who arranges for VIPs and prepares *Aid Memoir*
  - o Who drafts the invitation and background info?
  - o Who drafts travel information brief?
  - o Who will send out invitation and confirm participation?
  - O Who will arrange international travel?
  - o Who will arrange national travel?
  - o Who will pay DSA?
  - o Who will arrange / pay for airport reception?
  - o Who will pay for stationary costs?
  - o Who will pay for manuals?
  - o Who will pay for internet + phone communication?
  - o Who will produce name badges, desk plates, banners?
  - o Who will produce media backgrounder?

## Stage 2 – Booking meeting

- Receive official invitation to host meeting from institutional host.
- Inform ministry foreign affairs + ministry focal point + UNDP of meeting
- Preparation of grant agreement.
- Confirm venues for training and accommodation.
- Finalize correspondence to participants and application form.

## **Stage 3 - Participant Identification & Meeting Preparation**

- Liaison with TCBB institutions, Regional offices, HPMs, national programmes.
- Registration of participants and confirmation of travel plans.
- Finalise agenda of meeting.

- Identify exhibition area for Habitat products
- Participants list with contact details of participants, secretariat, VIP.
- Contact list of UNDP finance officers for participating countries + info letter to Resident Representative (cc to UN-HABITAT Regional Director)

## **Stage 4 - Meeting Logistics**

Venue Arrangements:

- Meeting room / syndicate rooms
- Office space
- Flip chart
- Overhead
- Power point /Laptop
- Photocopying
- Camera + Photographer
- Secretarial support
- Field trips
- Local transportation
- Airport reception
- Coffee / tea / water / snacks / meal breaks
- Pencils / pens / paper
- Translation / interpretation

#### Accommodation Arrangements:

- Confirm room bookings:
- Confirm arrival departure times of participants:
- Meals and refreshment breaks:
- Registration arrangements:

#### Travel and Visa Arrangements:

- Ensure flights are the least costly available.
- Confirm domestic travel if required
- Letter for Visa applications
- Local transport
- Airport reception

#### **Exhibition Area**

- Banners, posters
- Area to display manuals and resource materials
- Tables, booths, exhibition stands

## **Stage 5 - Final Preparation**

- Courier documents, manuals & posters to host institution
- Produce and assemble participant packages
- Establish final numbers for meals, teas, hotel.

- Order banners posters, signs, bags, mugs, hats, pens.
- Prepare travel authorizations
- Obligate funds to host organization
- Obligate funds to UNDP to enable UN-HABITAT staff to refund participants who have purchased their own ticket, pay local costs and handle unexpected expenses.
- Printing of name badges & participant list
- Leave contact details of participants, host organization and venue with OIC.

## ... And upon arrival at the venue:

- Confirm all meeting rooms, equipment and accommodation are satisfactory.
- Set-up registration and exhibition area.
- Mount banners & posters.
- Decide on seating arrangements for high table and participants.
- Ensure availability of telephone / internet.
- Organise secretariat office, PC, photocopying.
- Ensure adequate supply of: Flip chart, Flip Chart Paper, Pens, cards, blue tack, tape, pens, note paper, coffee / tea /snacks.

# Sample planning checklist from a workshop hosted by UN-Habitat

#### **Check list for Workshop**

	Requirements/Task	Person responsible	Cost in US\$	Remarks	Status	Contact person
PRE-CONFERENCE						
CONFERENCE SERVICE	ES					
	Conference Rooms 3, 5 and 9 have been booked					
Equipment:	LCD Projector					
	5 computers with internet and printer					
Refreshments:	Tea breaks (2 Per day)					
	Mineral Water					
Conf. Preparatory work	Name Plates/Badges - To be handed over to WHO (Maris) on Frida	ay, 6 July 2007				
	Public address system					
SECURITY						
	Get security clearance for all participants. Its mandatory for all participants from WHO) and mention who will be there at the gate to the security clearance for all participants. Its mandatory for all participants.	articipants as we are curre o usher them in.	ntly in Phase I. 2) \$	Send e-mail with list of pa	articipants fo	r security clearance (18
OTHER ISSUES						
	To order stationery such as flip charts, markers					
	10 order stationery such as hip charts, markers		1			
	Lunch (Will this be provided by UN-HABITAT)?					
	Registration of participants 1) Anne to prepare registration form 2)	Anne and Betty to register	participants on arri	val		

# **Sample Evaluation of Training Questionnaire**

			1=strongly disagree;	2=disagree;	3=agree somewhat;	4=agree;	5=strongly agree
		LOW	1 🗌	2 🗌	3 🗌	4 🗌	5 HIGH
<u>A.</u>		Objecti	ves and Training Sche	duling			
	1.	Cle	arly understood the tra	aining objectiv	ves. 3 🗌	4 🗌	5 🗌
	2.	The	e stated training object 1 🗌	ives were fully 2 🗌	y met. 3 🗌	4 🗌	5 🗌
	3.	The	e scheduling, timing an 1 🗌	d length of the	e training was suitable 3 🗌	e to my need 4 🗌	ls. 5 □
В.		Progra	mme Design and Train	ing Materials			
	1.		e training was designed produce effective result		to learn from and sha	re with part	ticipants effectively in order
		to j	1	2 🗌	3 🗌	4 🗌	5 🗌
	2.	I fo	ound the training consis	stently stimula 2 🗌	ating, of interest and r	elevant to n 4 □	ne. 5 🗌
	3.	The	e training programme (	was designed i	in a sensible manner. 3	4 🗌	5 🗌
	4.	The	e training materials and 1 🗌	d handouts we	ere informative and us	seful. 4 🗌	5 🗌
	5.	The	e balance between pres 1 🗌	entations and 2 $\square$	practical sessions was	about righ	t. 5 □
<u>C.</u>		Course	<u>Delivery</u>				
	1.		esentations made by powledge.	participants s	timulated my thinki	ng and the	discussions deepened my
			1 <u></u>	2 🗌	3 🗌	4 🗌	5 🗌
	2.		e training has contrib	outed to a bo	etter understanding	of transpar	rency / corruption in land
			1 🗌	2 🗌	3 🗌	4 🗌	5 🗌
	3.	The	e geographic, gender an 1 🗌	nd organizatio 2 🗌	onal mix of participant 3	ts was abou 4 □	t right. 5 🗌
			1=strongly disagree;	2=disagree;	3=agree somewhat;	4=agree;	5=strongly agree
		LOW	1 🗌	2 🗌	3 🔲	4 🗌	5 ☐ HIGH

#### 1. I was able to see clear links between various components of the program. 5 $1 \square$ 2 3 2. I had adequate opportunities to express my views in small group work. 5 🗌 2 3 3. I had adequate opportunities to express my views in plenary discussion. 5 2 3 4. The atmosphere promoted openness and sharing amongst all participants. 5 3 2 | | E. Logistics and Administration The invitation letter and the accompanying information leaflet were sufficient to allow me to prepare for and participate in the course. 5 $1 \square$ 3 4 The conference rooms and facilities were favorable to learning. 4 5 🗌 3. The hotel and the local transport arrangements were satisfactory. 4 🔲 5 🗌 2 4. The organizers were supportive and sensitive to my needs. 2 4 5 🗌 **Perceived Impact:** F. 1. The knowledge and ideas gained through this training are appropriate and adequate to engage in improving transparency in land administration. 3 🔲 4 5 🗌 $2 \square$ 2. Overall, I am very satisfied with this training. 4 5 2 3 3. When I return to my organization, I will inform my colleagues and other stakeholders about the training. 1 2 3 4 5 I found the following course topics very useful... Land governance and transparency. 3 4 5 2 Understanding and assessing transparency in land administration. 2. 5 🗌 1 2 3 4 Access to information and public participation. 3. 5 4 3 1 Professional ethics and integrity. 4. 3 4 5 5. Institutional and organizational reforms. 3 5 1 2 4

D. Facilitation

	6.	Case studies	I 1 🔲	2 🔲	3 🗌	4 🔲	5 🗌
	7.	Case studies	II 1 🔲	2 🗆	3 🗌	4 🗌	5 🗌
I would	hav	e liked to hav	e <u>more</u> (	Select several opt	ions if appropria	ite)	
	Lect Grou Socia Free	ary discussions ures / Presenta ip Work al Events Time er (please speci	tions				
I would	hav	e liked to hav	e <u>less</u> (Se	elect several optio	ns if appropriate	e)	
	Lectron Ground Social Free Othe		ify below):	u learned during	the course did yo	ou find most inter	
** inch <u>ii</u>	11055	ages and/or <u>n</u>	<u>nethous</u> you	u learneu uuring (	ine course did yo	ou muu most mter	esting.
How do	you	intend to app	oly what yo	ou have learned di	uring the course	?	
	•		v		J		
• • • • • • • • • • • • • • • • • • • •					• • • • • • • • • • • • • • • • • • • •		
Which <u>f</u>	ollo	w-up activitie	s would yo	u like to see?			
Other C	 	ments and Su	ggestions:				
		<del> </del>					

Thank you for your inputs! They will help us improve the organization of similar events in the future.

# **Sample Evaluation of Training Survey 2**

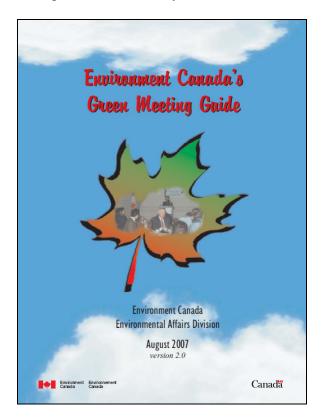
1.	Which country do you normally resi	de in?					
	ticipant's Gender: Male □ Female		B. Are □ Ye		nber of an in No	digenous	group?
4.	What is your partner type/organizat	ional affiliatio	n? (Pl	ease check	only one)		
	National government (including Em	bassy,			nal Institute,	Institute (incl Polytechnic	
	Local government (including City, Lo Authority, Local Government Associ			•	•	ational Orga	nisation
	Private sector			Individua	l participant		
	Non-governmental organization (NG (including Community-based organization, foundation	zation,		Other: (p	lease specif	y)	
5.	How did you hear about WUF3? (Plea	ase check on	ly one	)			
	I received a formal invitation Through the Habitat-Jam From a network to which I belong			Media co	previous W	UF in Barcel vision, print, v)	
	I am an organizer of WUF3			——————————————————————————————————————		<del></del>	
6.	How satisfied were you with the Fo	rum in terms	of:				
		Very Dissatisfie	ed Di	ssatisfied	Satisfied	Very Satisfied	N/A
a) Ti	e the conference: meliness of information on the onference objectives						
,	seful information on the conference						
	ogramme formation available on the						
, cc	onference logistics						
	rganization and content of WUF3 ebsite						
e) Ea	ase of registration						
		Very				Very	Not
	g the conference:	Dissatisfie	ed Di	ssatisfied	Satisfied	Satisfied	Applicable
ba	ne ease of obtaining photo id and adge						
•	uality of facilities (i.e. room, lighting, ound)						

h)	Communication facilities (including Internet access)					
i)	Support and assistance available					
j)	Transportation logistics					
	7. Did the Forum meet your expectations	in terms of:				
		Not Met	Somewhat Met	Significan y Met	tl Fully Met	Not Applicable
a)	Relevance of topics and themes.					
b)	Quality of speakers and presentations.					
c)	Organization of networking					
	events/dialogues and roundtables	<u> </u>				
d)	Usefulness of information on best					
	practices in urban sustainability.					
e)	Showcasing Canada's achievements in urban policies and strategies.					
f)	Providing at least one practical idea that					
')	you may apply in your local context.					
g)	Opportunities for participant discussion					
0,						
	8. Please rate the Forum sessions in ord	er of the use	fulness to you:			
		Not	Somewhat		Very	Not
		Useful	Useful	Useful	Useful	Applicable
			• • • • • • • • • • • • • • • • • • • •			
a)	Opening/Closing of the forum					
	Opening/Closing of the forum  Networking events					
b)	Networking events					
b) c)						
b) c) d)	Networking events Dialogues/special sessions					
b) c) d) e)	Networking events Dialogues/special sessions Roundtables					
b) c) d) e)	Networking events Dialogues/special sessions Roundtables Exhibitions					
b) c) d) e)	Networking events  Dialogues/special sessions  Roundtables  Exhibitions  Special events/side events  9. How likely are you to:					
b) c) d) e)	Networking events Dialogues/special sessions Roundtables Exhibitions Special events/side events		Somewhat			Not
b) c) d) e) f) \$	Networking events  Dialogues/special sessions  Roundtables Exhibitions Special events/side events  9. How likely are you to:  Attempt to apply ideas learned at the conference in your local context  Maintain networks and contacts	Unlikely	Somewhat	Likely	U U U U U U U U U U U U U U U U U U U	Not Applicable
b) c) d) e) f) \$	Networking events Dialogues/special sessions Roundtables Exhibitions Special events/side events  9. How likely are you to:  Attempt to apply ideas learned at the conference in your local context Maintain networks and contacts established at the conference Participate in the next World Urban	Unlikely	Somewhat Likely	Likely	Very Likely	Not Applicable
b) c) d) e) f) s	Networking events  Dialogues/special sessions  Roundtables Exhibitions Special events/side events  9. How likely are you to:  Attempt to apply ideas learned at the conference in your local context  Maintain networks and contacts established at the conference	Unlikely	Somewhat Likely	Likely	Very Likely	Not Applicable
b) c) d) e) f) s	Networking events  Dialogues/special sessions  Roundtables  Exhibitions  Special events/side events  9. How likely are you to:  Attempt to apply ideas learned at the conference in your local context  Maintain networks and contacts established at the conference  Participate in the next World Urban Forum	Unlikely	Somewhat Likely	Likely	Very Likely	Not Applicable

# Planning a 'Green' Meeting

This guide is a practical reference tool for anyone faced with the task of organizing a meeting or conference with the aim of making the event environmentally responsible. It provides information on how to incorporate environmental concerns at every stage of an event. The entire guide can be found in Appendix ##.

- 1) The guide contains three broad categories of information:
- 2) The up-front part of the guide has concise general information on the major steps for organizing a green event. Checklists in Appendix 1 (of this guide) provide detailed descriptions of specific tasks to ensure that you cover all environmental requirements at each stage of organizing and carrying out an event.
- 3) Appendices 4, Eco-labelling Programs and 5, Further Information, describe relevant environmental programs and provide links to key Web sites.



# **Networks Evaluation: A sample study**

For an example of a complete network mapping study see Annex ##, Network Mapping of the LIFT07 conference. This report is an overview of a network mapping study based on a sample of 28 attendees of the LIFT07 conference. Held in February 2007 in Geneva, Switzerland, LIFT07 was attended by some 450 people. The aim of this study was to provide an insight into what networks existed amongst attendees and what networks were created during the LIFT07 conference. The following diagram provides a visual representation of the networks before and after the conference.

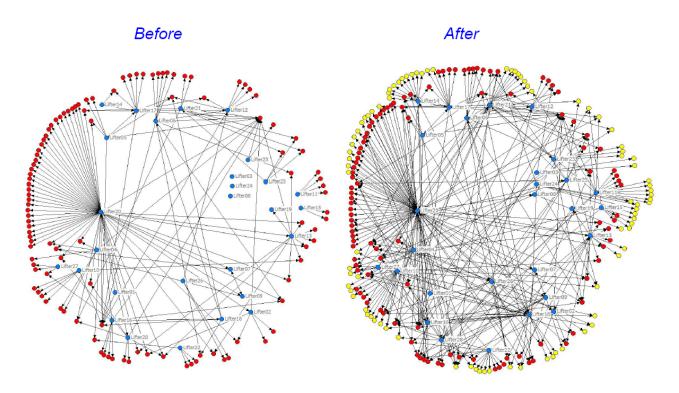
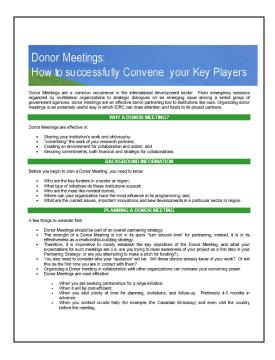


Diagram one: Maps of 28 participants and their networks before and after LIFT07

# Donor Meetings: How to successfully convene your key players

Donor Meetings are a common occurrence in the international development sector. From emergency sessions organized by multilateral organizations to strategic dialogues on an emerging issue among a select group of government agencies, donor meetings are an effective donor-partnering tool to institutions like ours. Organizing donor meetings is an extremely useful way in which IDRC can draw attention and funds to its project partners. See Annex ## for the complete document.



# **Template: Women's Rights and Citizenship Event Checklist**

Women's Rights and Citizenship UN Commission on the Status of Women used this checklist to help organize tasks surrounding a major event.

	TASK	Deadline (Week of)	Officer Responsible	YES	NO	REMARKS
1.	Correspondence					
	Notes					
2.	Panel Program					
	Notes					
3.	Communications					
	Notes					
4.	Venue					
	Notes					
5.	Logistical Arrangements					
	Notes					
6.	Panel Set-up					
	Notes					
7.	CSW/IDRC Agenda					
	Notes					
8.	Panel Chairs					

	Notes			
9.	Arrangements for Meetings with strategic UN and other Agencies based in New York			
	Notes			
10.	Budget			
	Notes			
10.	Record Editing			
	Notes			
11.				
	Notes			
12.	Socials			
	Notes			
13.	Partnership Building			
	Notes			
14.	Follow-up activities			
	Notes			

# **Sample Evaluation Form - PAN All Conference**

June 11-14, 2009 Penang, Malaysia

**General Questions** 

In designing this conference, PAN/IDRC chose alternative approaches and technologies to convene its partners and carry out different activities. In order to learn and improve on these approaches as well as evaluate their usefulness, your feedback would be valuable.

The thing I <b>liked most</b> about this conference was? Why?							-
The thing I <b>liked least</b> about this conference was? Why?							
I Would Would Not want to participate in a similar conference	ence	in t	he f	ùtur	e. W	/hy?	
Outcome Areas  This conference worked towards achieving four outcomes. On scale out what extent do you think the outcomes were achieved:	of 7	7 (7	bei	ng tl	he h	ighe	st score),
Outcome Area Taking stock of outcomes for PAN-supported projects (eg. Talk				4		cell	
Show, Bringing about Change session etc.) Providing a space for learning and knowledge exchange (eg. Learning clinics)					5		7
Identifying and discussing future research priorities (eg. Day 3 discussions)	1	2	3	4	5	6	7
Supporting networking among participants (eg. Social activities, design of sessions)	1	2	3	4	5	6	7
Based on your experience at the conference, what contributed to the act	iievo	eme	ent (	of or	ne or	mo	re outcom

## **Conference Sessions**

Which session did you like <b>most</b> ? Why?	
Which session did you like <b>least</b> ? Why?	
Online Activity	
Did you participate in one or more pre-conference sessions in <b>Second Life</b> ? Yes No	
If not, was there a specific reason that you chose to not be involved?	
If yes, what is one thing that could be done differently to improve future gatherings in Secon	d Life'
Did you join the <b>online social networking space</b> set up for this conference? Yes No	
If not, was there a specific reason that you chose not to?	
If yes, how was the online social networking space useful to you (if at all)?	
Concluding Questions	
On a <b>scale of 7</b> (7 being the highest), I would give the <b>overall experience</b> of the conference?	
The most important <b>follow-up action(s)</b> from this conference is:	
Any additional comments?	
Optional: If you would like to be contacted to discuss further your thoughts on the conference, please include your email address here:	<b>;</b>

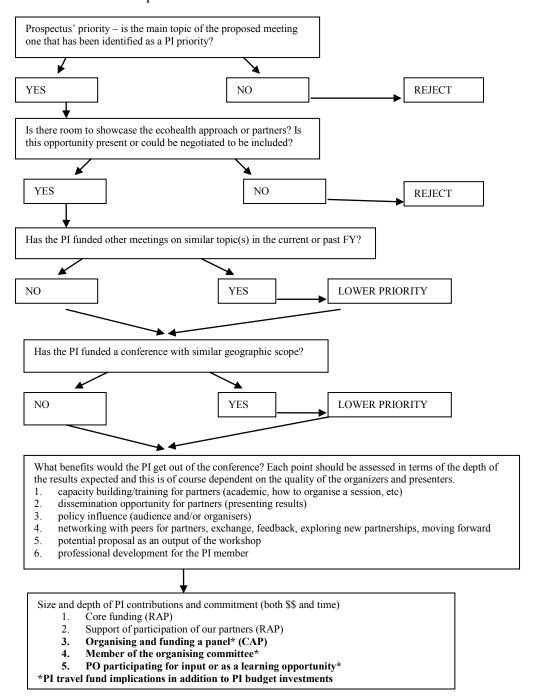
# **Decision Making Process: conference funding requests**

Funding of conferences: Experiences of the Ecohealth PI at IDRC

## **Background**

Traditionally, the PI receives many requests to support conferences – to provide funding and/or for personnel to participate. In general, the team has been struggling with the reality that there are many conferences organized than we can fund all over the world even though they might be good for the team and its partners to participate in.

Flowchart of current decision making process dealing with funding requests for conferences It is hoped that the flow chart below will allow the team to identify where there are points for improvement in the current process. The full document can be found in Annex ##.



# **Sample Event Organization Table**

This sample was used by CCAA at COP 13

Task	Who	When	Notes
Get input on materials from IDRC comm. and other programs	Mary	Week of Oct 22- 27	
Assemble and ship IDRC corporate materials	Isabelle Lacroix/ Francine Bouchard, IDRC comm. Division with input from UPE/ RPE/ Ecohealth/ and ASRO	As soon as we get consignment info, not yet available from UNFCCC	<ul> <li>400 IDRC CD rooms</li> <li>ENRM related In Focus titles (Suggest 30 books per title)</li> <li>200 copies of</li> <li>ENRM PI case studies relevant to climate change and adaptation</li> <li>Relevant Research that Matters fact sheets</li> <li>IDRC onbriefs</li> <li>Other?</li> </ul>
Assemble/ ship CCAA program materials	Mary/ Toxi	As soon as consignment info available	<ul> <li>brochures</li> <li>annual report</li> <li>strategy booklet</li> <li>Basic info summary sheet on all existing projects</li> <li>3/4 CCAA project profiles</li> </ul>
Display hardware	Mary/ Dian	Suggest these travel as luggage	<ul><li>Mary to bring CCAA banner</li><li>Dian to bring IDRC table top from Singapore</li></ul>
New info products	Mary/ IDRC comm. division/ Heidi (to do project summary sheet?)	Will have to travel with Mary so in print by Nov 30	<ul> <li>IDRC on climate change</li> <li>CCAA project profiles</li> <li>Basic info summary sheet on all existing projects</li> </ul>
Booth set up	Mary/ Dian with help from Victor/ Alioune	December 9 or 10	
Booth staffing	Dian/ CCAA staff in scheduled blocks	December 10-14	Schedule to be drafted in Bali with ref to other events/ meetings CCAA staff must attend
Booth tear down	Dian/ Mary with help from Victor/ Alioune	December 14	