# GUIDEBOOK FOR EVENT ORGANIZER

Here's a handful of our best tips and tricks to help you host a successful event during #IWDK20. Visit our website and create your event now.

**www.iwdk.dk**

## BEFORE

### TOPIC FOR EVENT

What do you want to convey through your event? If you need inspiration, consider this year's theme: *Trust & Tech - Today & Tomorrow.*

### VENUE

Consider your venue requirements and where it should be. How many guests will come? How should your guests sit in relation to screens and lights, etc.?

### UPLOADE YOUR EVENT

If you don't have an IWDK.DK profile, then start by creating one. Next, you can create your event by clicking the "upload event" link. Make sure you have an event name, time and place for the event. You'll need an event image (1450 x 720 px), at least three key take-aways (what do the participants get out of attending your event?), a short description and a target audience. You'll also create Speaker and Event Organizer profile texts.

### COMMUNICATE YOUR EVENT

Promote your event on your online and offline channels to catch potential participants' attention and invite them to your event. Remember to use #IWDK20.

### THE TECHNICAL STUFF

At the official IWDK venues we have volunteers, who can help with technical setup. However, no matter where your event is taking place, it is your responsibility to check up on the sound, projector, microphone, etc. before your event to make sure that everything works.

### CATERING

Food makes for a good mood, so catering is usually a great idea. At a minimum, make sure to have coffee and water ready. If you're hosting an event at an IWDK venue, please contact malene@internetweekdenmark.com to order catering beforehand.

### SEND OUT A REMINDER

Send an email reminder about the event to the participants. If there is anything they should be aware of about the venue, changes in the programme, or anything else, it might be great for them to know.

### PRINT OUT THE GUESTLIST

Participants love to see who else is at the eventt so they can network. As a host, you can use the guestlist to register people when they arrive. Go to MY IWDK, find your event and click on "View attendee list". At the bottom, you can download it as a .csv file or pdf.

### MAKE NAME TAGS

If you want your participants to talk to each other, why not make name tags? It doesn't have to be fancy - it can just be stickers that people can write their name on.

### DESIGN THE ROOM

Consider if the design of the room supports the purpose of your event. If you have a long presentation, a classic cinema seating is perfect. But if you want people to interact with each other perhaps a circle or roundtables would be better.

## DURING

### GUIDE PEOPLE TO YOUR VENUE

Help people find your event - print out signs and hang them up both outside and inside the venue to guide people.

### BE A GOOD HOST

Welcome people, create a good atmosphere with some background music, make sure everyone can see and hear everything - and remember wifi!

### USE SLI.DO

Begin your event by asking everyone to open Sli.do in their browser and enter IWDK to fill out a very quick survey that helps us understand who is participating in the festival. It's completely anonymous and we don't share the data with third parties. Sli.do is also an excellent tool for engaging your participants in live discussions as participants can easily ask questions.

### #IWDK20

Use the hashtag #IWDK20 to share insights from your event and to give your participants live updates and encourage your participants to do the same by hanging up signs with the hashtag and wifi on.

## AFTER

### TELL US HOW IT WENT

We would love to hear your feedback and how you experienced hosting an event during IWDK, and how we can become an even better festival. We send out a survey, but you can also send your thoughts to louise@internetweek-denmark.com.

### COLLECT SLIDES

Collect slides from your speakers and share them with your participants after the event.

# IWDK