

Toolkit Seattle: Column Tips

- 1. We are in the people business**
2. If you mess up, own it
- 3. Find someone to emulate**
4. Look at more, for longer
- 5. Adopt and shape your client's vision**
6. Take direct flights
- 7. Sleep near the venue**
8. Bring adaptors of all kinds
- 9. Quality control name badges**
10. Confetti makes the dancefloor slippery
- 11. Double check time zones**
12. Measure twice, print once
- 13. Ask about hidden fees**
14. Create a shipping manifest
- 15. Ask about dietary needs**
16. Always see the space first hand
- 17. Read the fine print**
18. Check under linens before you leave
- 19. Get the logo in the shot**
20. Buy the big hooks
- 21. Carry cash tip**
22. Follow and boost your event on social
- 23. Bring an educated consumer**
24. Set two alarms on travel days
- 25. Test video before show time**
26. Bring several pairs of shoes
- 27. Get estimates prior to printing**
28. Know vendor drivers' cell numbers
- 29. Take photos after you strike**
30. Set up takes longer than you think
- 31. Check sunrise and sunset times**
32. Prepare for weather
- 33. Get an awesome courier service**
34. Walk the space prior to doors open
- 35. Buy unisex, unisex giveaways**
36. No one sends hi-res files the first time
- 37. Same day delivery saves lives**
38. Breathe deeper
- 39. Sound proof your war room**
40. Always use a stage timer
- 41. Hire slow, fire fast**
42. Check vendor references
- 43. Don't forget to eat**
44. Check hosted bar bills often
- 45. Keep good help happy**
46. Tip great servers
- 47. Speakers are internal customers**
48. Monitor room temperatures
- 49. Test microphones often**

50. Get your speakers water
- 51. "Plan B" will likely be used**
52. Look at other events on social
- 53. Pay vendors on time**
54. Inspiration is everywhere
- 55. Get a credit card with miles**
56. Carry scissors
- 57. Consider good/better/best outcome**
58. Negotiate!
- 59. Create unique sponsor opportunities**
60. Offer outlets and chargers
- 61. Pay for the best WiFi**
62. Have a storage plan
- 63. Event traffic sucks**
64. Consider all 5 senses in event design
- 65. Have fun**
66. License your event music
- 67. Capture great content video**
68. Plan for Refuse & Recycling
- 69. Connect guests before, during, and after**
70. Underestimate revenue, overestimate expenses
- 71. Monitor guest behavior**
72. Confirm VIP hotel rooms
- 73. Guest maps are helpful**
74. Repurpose content where possible
- 75. Monitor music volume**
76. Wear something with pockets
- 77. Bring copies of BEOs**
78. Order extra linens
- 79. Avoid way-finding woes**
80. Understand WiFi bandwidth
- 81. Check the number of restrooms**
82. Check size of freight elevators
- 83. Ask who else is using the space**
84. Ask about construction plans
- 85. Uplights rock**
86. Pack a first aid kit
- 87. Invest in a good pull cart**
88. Create space for conference calls
- 89. Check stage and podium lighting**
90. Get it in writing
- 91. Print copies of scripts**
92. Confirm all deliveries
- 93. Don't skimp on sight and sound effects**
94. Make the stage interesting
- 95. Volunteers might not show**
96. Share the event vision
- 97. Confirmation emails matter**
98. Make the food fun
- 99. Allow guests networking time**
100. Employ friendly registration staff