1. A theme is the overarching idea or concept behind your event

1b. b. -A theme ensures a cohesive unit

- A theme should create interaction between the guests and the event

- The theme should influence every part of the event

- A theme should ensure that participants share a common idea

2 -Tech suppliers and Event objectives: When choosing a supplier for your event management technology, it’s important to stay connected to your event’s objectives. Make sure you and your supplier both understand what’s important. Can the supplier meet all your event management objectives? (For example, you may need registration, onsite participant tracking, and email marketing but not certificates.

* Registration: Registration tools are one of the event management processes where planners can do more than just gather sign-ups. Consider whether your event would benefit from specific registration options such as pre-event surveys, payment systems, hotel and travel bookings, and session scheduling. Knowing how to manage events efficiently from the very first step of the event management process is key to creating a lasting first impression.

Attendee Education: If you’re using an app, a smart badge, or other specialized technology, your attendees may need some support. Communicating with participants ahead of time can prepare them to make the most of their event experience and ease them into responding favorably to your event management services.

- Day of Event Communication:The more engaged event attendees are, the better. When your event software or event app allows you to send push notifications and direct messages, you’ll increase attendee satisfaction. Instant messages serve as a great way to enhance your event management process

-AV Supp ort and Training:It’s always smart to learn about a venue’s AV equipment before you need to use it. Find out whether there will be support on hand. If not, ask the venue management to help you understand any equipment you’ll be using. An event manager cannot be in every place at once, so it’s important to be as prepared as possible beforehand.

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3. Working with clients to identify their needs and ensure customer satisfaction. Organizing facilities and details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material etc.