While incredibly rewarding, running an event can sometimes be stressful. Following this guide from the very start of your event planning will help ensure it is appropriately resourced and professionally managed and will (hopefully!) help to minimise any unexpected surprises along the way. In addition to following this guide, you are advised to use the University of Oxford’s [Event Management Toolkit](https://www.ox.ac.uk/public-affairs/events/event-management-toolkit) when planning your event, which includes important information about risk assessment, health and safety, security, data protection and evaluation.

1. Identify the audience for your event and a reason they will attend. Assess the target audience size. How will you promote the event to them?
2. Decide how your event will be funded – e.g. through funds associated with your research, or will attendees pay?
3. Identify who will support your event from the administration team. In the first instance this will be the PA associated with your research group.
4. Put together a budget for your event, outlining all the expected costs and forecasted income. See Z:\DPHPC\_slideshows\Department EVENTS for a template.
5. Contact the finance team to agree a cost centre for the event [finance@phc.ox.ac.uk](mailto:finance@phc.ox.ac.uk)  
   Work with your admin support to identify a suitable date and venue, ensuring the event does not clash with departmental events or other external events your target audience are likely to attend.
   1. Some Colleges offer VAT discounts for educational events, if delegates are paying for attendance you may be able to secure a VAT discount. Discuss this with the finance team and your venue.
   2. Consider whether anyone in your organising team is a College Fellow, they may be able to secure the booking at a discounted rate.
   3. Consider in advance the type of space you are looking for and how you will use it. This will help you ensure the rooms you need are suitable for the activities you have in mind (e.g. do you need breakout rooms as well as a lecture theatre?) Discuss these possibilities in advance with your venue, as they are unlikely to make last-minute changes to your booking nearer the time of your event.
   4. Ask the venue about their catering deadlines to ensure you book all your delegates in time and collect the right information about dietary requirements.
   5. For venue bookings outside of the department, ensure you request a contract from the venue and a purchase order number from the departmental finance team. Forward the contract to Nicola Small to sign, and return to the venue.
6. Set-up an event page on the departmental website. Contact [communications@phc.ox.ac.uk](mailto:communications@phc.ox.ac.uk) with your requirements. All events must be listed on the department website. Only in exceptional circumstances will external websites be permitted, and these must be designed in line with University of Oxford brand guidelines.
7. If delegates are paying – set up a page on the University of Oxford online stores. The departmental admin team will be able to arrange this for you. The finance team will also provide appropriate coding for the event and VAT advice. If you identify that delegates are likely to pay by invoice, discuss this first with the finance team to ensure they have the capacity to process these payments.
8. If delegates are not paying but still need to register to attend – set up a booking page on [www.eventbrite.com](http://www.eventbrite.com) using the departmental account. Contact [communications@phc.ox.ac.uk](mailto:communications@phc.ox.ac.uk) for log-in details.
9. Events are an ideal opportunity to promote the work of the department and our available courses. Ensure there is an option in your delegate sign-up form for delegates to receive the departmental external newsletter, or you include information at your event about the MSc programme and qualitative research methods courses – if you feel the audience would be interested.
10. Are you issuing a call for abstracts and managing submissions? Only use a University email account to manage abstract submissions (if managing by email). Gmail or other third-party accounts are not permitted. If you are not managing by email, or you expect a large number of abstracts, consider using an online abstract management system, such as Oxford Abstracts. The cost of this will need to be included in your initial budget.
11. Consider different avenues for promoting your event to reach your target audience. While social media may seem like a useful platform, rather than setting up your own social media accounts for the event (which can take time to attract followers), consider using existing accounts such as @OxPrimaryCare, @CEBMOxford and @OxfordMedSci
12. If you are designing or printing materials, please work with the University of Oxford Design and Publications team and UAS Reprographics, who can provide materials at non-profit prices.
13. Ensure all promotional materials and printed literature given out at your event are branded in line with [NDPCHS brand guidelines](https://www.phc.ox.ac.uk/intranet/communications-engagement/comms/brandguidelines).
14. The department has a stock of conference items, including badge holders and lanyards, a branded table-cloth, camera, podcaster etc which are available for your use.
15. It is advisable not to use students to manage your registration desk, as conferences should be a networking and learning opportunity for students.
16. There are several experienced staff within the administration team who can support your event on the day to make sure it runs smoothly so you and your academic colleagues have enough time to network. Secure their support early on.