

We try to find out as much as we can about the client, their event and the delegates before we send ideas over so we meet their expectations and objectives in the 1st instance.

The following questions cover the key information needed (but we know the client won't always have all of it!):

1 // CLIENT / ENQUIRY REFERENCE

It is useful for us to know the company or at least the industry as certain activities may be more suitable than others. Also, we may have worked with the company before so can look at the events we have provided in the past.

2 // DATE OF THE EVENT

This allows us to check availability and advise if it is a busy day. If no set date then a month and year is needed.

3 // NUMBER OF DELEGATES

- Male/Female Split
- Age of Delegates
- Type of Delegates e.g. clients, employees, directors, marketing, sales etc...

4 // EVENT REQUESTED

- Would they like indoor or outdoor ideas? This will be subject to their chosen venue. If it is an outdoor event and you are unsure of venues that are suitable for activities, we can advise this at the enquiry stage.
- Are there any objectives required from the event e.g. communication, team work, delegation, creativity?
- There might not be any objectives; it might be a purely fun activity as a break from the conference. This is useful to know too.
- Reason for the event e.g. sales meeting, product launch, awards ceremony, annual conference

5 // EVENT TIMINGS

- Morning or afternoon?
- How much time to they have for the event?
- Where in the itinerary will the event take place, after a long presentation or after lunch?
- Is the event the 1st day or part of the finale for the conference?

6 // VENUE / LOCATION / AREA

- Where in the country as this can affect the cost of the event e.g. London prices are slightly higher
- Have the booked a venue already?
- If so, which room/site is allocated?

7 // PAST EVENTS

- Successes – what have they done in the past
- Need to avoid – due to past experience or has been specifically mentioned

8 // BUDGET– THE MILLION DOLLAR QUESTION!

- What have they spent in the past?
- Sometimes giving price brackets can help ascertain a budget e.g. £50 per head or £150 per head?



KDM pay **15%** Commission
* Unless agreed otherwise



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