

BEST PRACTICE GUIDE TO ORGANISE YOUR EVENT & EXHIBITION



Exhibition Islam is a pioneer in the development and delivery of Islamic exhibitions, partnering 1000's of clients in the delivery & management of exclusive events.



"Many thanks to the Exhibition Islam team – the exhibits and posters really brought our event to life and created a real buzz with employees and passers-by."

Public Health England Muslim Network

**EVENTS BRING PEOPLE & COMMUNITIES
TOGETHER, OFFER NEW EXPERIENCES,
HIGHLIGHT CAUSES AND PROVIDE
OPPORTUNITIES FOR ECONOMIC GAIN.**

The organisers of any event, however big or small, are legally responsible for ensuring that visitors are looked after and any impact on local community, traffic and amenities are well managed. Whether you are new to planning events or have experience in event planning, Exhibition Islam is offering you best practice based upon years of international event management experience, and can help you with advice and support to ensure that your event is a success.

This guide to planning events has been developed to take you through the stages of planning a safe and successful event. It combines general advice and good-practice guidance. The guide is not meant as an exhaustive list and you may well find that your particular event could benefit from additional support.

**“Good plans
shape good
decisions. That’s
why good
planning helps
to make elusive
dreams come
true.”**



*Failing to **plan** is
planning to fail.*



STEPS TO ORGANISE A SUCCESSFUL EVENT

Date and Time

Event scheduling is the activity of finding a suitable date and time for an event. It is an important part of event planning that is usually carried out at the initial stage of planning.

WHEN CHOOSING A DATE:

1. Check the event calendar in your locality and see if your event can coincide with any major events that may draw further interest in your event. At the same time, avoid any clashes with events during which your event may suffer from poor attendance.

2. Pay attention to the season. Be mindful of holiday seasons, exam periods, and ofcourse the weather!

3. Avoid conflicting with public holidays, festivals, and major events such as elections, religious festivals and sporting events as this will influence attendance - unless your event compliments any of these themes.

4. International celebration days, awareness months, and anniversaries can provide tremendous marketing opportunities for your event. Media coverage and official public support are often easier to get when your event is part of a larger theme.

MANAGEMENT COMMITTEE

Arrange a management committee for your event. Delegate tasks to responsible members of your team who must have good organisational, time management and communication skills. Make sure that your team is representative of your staff and community.

HOW TO ORGANISE YOUR TEAM?

- Appoint an Event Manager
- Arrange a planning meeting. Appoint project managers to oversee Advertising, Logistics, Catering, Volunteers, Health & Safety, and Exhibits.
- Make sure that your **ADVERTISING** team has the experience and confidence to engage all stakeholders. Invest in a good print and electronic advertising campaign.

- Ensure your **LOGISTICS** team has access to the venue facilities, has vital contact numbers and email addresses, and is able to source additional hardware in good time.
- Make sure your **CATERING** team knows where to source refreshments, cutlery and relevant staff. They must have basic knowledge of Food Safety standards.
- Make sure your **VOLUNTEER** team includes well spoken, confident and genuinely enthusiastic volunteers. They should be assigned specific roles, briefed about conduct, dress code, and points of contact within management.
- Make sure your **HEALTH & SAFETY** team identify and mitigate any on-site hazards, obstructions, discuss car parking and arrange disability access.



ADVERTISING AND PUBLICITY

This is one of the most important aspects that you need to pay close attention to. A good advertising campaign will result in good attendance and media coverage.

BE SURE TO ADVERTISE WITH/BY:

- Local / National Newspaper advert (very cost effective)
- Local/National Radio
- Leaflets/Flyers distribution
- Banners outside your venue (may require council permit)
- Posters in public spaces and centres
- Mass Mailshots
- Door to Door leaflet distribution
- WhatsApp, Facebook and social media
- Message boards on internet
- Your Website and internet forums
- Local community and social groups

Release a press release. Local or national press may cover your event by sending out a journalist to attend. Invite local and national TV stations to cover the event. Invite ethnic TV stations and media to capture that international audience.



Top: Exhibition Islam at Barclays
Bottom: Exhibition Islam in Oslo
Right Top: Tottenham Mayor Tweet
Right Middle: Colchester MP Tweet

SPECIAL INVITATIONS

INVITE THE FOLLOWING VIPS TO THE OPENING CEREMONY :

- MP or Mayor
- Head of Local Council
- Civic and Police leaders
- Religious leaders (from all faiths)
- Heads of Schools
- Interfaith Network
- Local Sports teams
- Celebrities

Their attendance is an endorsement of your event! Ensure that you send their offices invitation cards (electronic cards are sufficient), along with a covering letter and a copy of the flyer. Make sure you outline the details of the day, and if you would like for them to say a few words during the opening.

Make sure you give your VIPs sufficient notice about your event, it may be that due to a busy schedule, they may not be able to attend. Make sure that your website, Facebook pages and Twitter are all updated with clear information about your open day, with clear information about the address, timings and contact details.



SCHOOL INVITATIONS

HOW TO INVITE LOCAL SCHOOLS.

- Contact the school office and inform them that you are holding an event that may be of interest to the school.
- Send the school an invitation letter along with your flyer - via post and email.
- Speak to the Head Teacher and ask him/her to confirm how many students they wish to send.
- You will need to stagger/ break up the visits so that you take 2-3 classes at 1 time (depending on the size of your venue), so schools will need to confirm times and the sizes of classes that will be visiting you.



VENUE PREPARATION AND AUDIENCE WELFARE



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Make sure that your venue is clean and presentable. Ensure that there are no safety hazards such as loose wires or tools, creases in the carpet and other dangers that may trip, slip or hurt visitors.

Ensure that the venue is well signposted, lights are all functioning, boards & screens are clean and presentable. Keep kitchen/ catering arrangements hygienic and away from public view.

Ensure that you have staff/wardens on the ground guiding people where to park; provide the wardens high visibility jackets if required. Make sure your carpark is well managed and organised.

VOLUNTEERS - Make sure that your volunteers arrive early and know what their roles are. They should have already been informed about conforming to a dress code and should look smart or in uniform on the day.

Volunteers should be a mixture of all ethnicities to reflect the diversity of the your community. Volunteers should have name badges or wear branded clothing to be easily identifiable by visitors.

VOLUNTEER ROLES:

- 2-4 outside in carpark guiding visitors into your centre
- 2-3 to meet and greet at welcome desk
- 4-5 (depends on the size of your event) volunteers to be on hand to provide information and assistance to guests
- 1-3 senior leadership to refer visitors for 'detailed information' or VIP attention
- 1-2 for photography & internal social media
- 3-8 kitchen and kitchen staff
- 1-2 spokespeople for external media

TRAIN YOUR ENTIRE TEAM TO:

- Keep speeches brief and non-confrontational.
- Avoid being argumentative.
- Speak with knowledge. Do not give personal opinions on politics or sensitive issues.
- Do not attack or insult the beliefs, behaviour, values or practices of other cultures.
- Stress commonalities of belief and conduct between communities.
- Stress shared concerns. For example, children, education and local issues
- Use simple, non-technical language when communicating
- Focus on the main points and avoid getting pinned down on details and fine points.
- Do not argue. Do not preach. Make your point in a clear, concise, simple and gentle manner.
- Keep your own answers to questions brief, simple and to the point.
- Speak softly, clearly and respectfully at all times.
- Scrupulously observe punctuality.

“Communication leads to community, that is, to understanding, intimacy and mutual valuing.”

ADVICE REGARDING LAUNCH EVENT

If you do intend to host a VIP opening, with guests speakers and media present, then plan your program in advance.

Sample Program Outline

- Welcome speech by Event Lead, Chairman, Trustee/Leader – 3-5 minutes
- Speeches by local MP/Mayor/Community leader – 2 minutes each
- Guided tour of venue and exhibits - 15-20 minutes
- Refreshments & informal time - 30-45 minutes

THE ENTIRE PROGRAM SHOULD NOT TAKE MORE THAN 1 HOUR.

GIFTS AND VISITOR BOOK.

Make sure that you have gift packs or appropriate literature for distribution/ further information. This information material should be vetted.

Also arrange for a visitor book and invite visitors to leave feedback about their visit. This can be used to improve future events, and also shared via social media.



CLEAN UP AND REVIEW

- Keep the centre clean at all times. Have enough bins/bags. After the event, clean your entire centre and ensure it is ready to resume normal service
- Use air-refreshers when needed (face away from people when spraying!)
- Store away any re-usable items for the next event!
- Distribute any leftover food to staff or donate to local food bank, homeless shelter. DO NOT BIN.
- Review your guest feedback and share on social media to encourage greater participation in future events
- Meet your entire team, thank all your volunteers, and end the day on a positive note.



LOCAL TV STATION
LUTON CENTRAL LIBRARY



EXHIBITION ISLAM RESOURCES AND SERVICES

A standard exhibition consists of 10-11 themed zones which include:

- Basic Beliefs of Islam
- Previous Prophets
- Life of Prophet Muhammad (pbuh)
- The Noble Quran
- Status of Women in Islam
- History of Islamic Science
- History of Islam in Britain
- Islam and other faiths

Exhibition Islam is also able to showcase the Exhibition Islam Manuscript and Coin Collection. (Special rates + Terms and Conditions apply)

Exhibition Islam provides the installation expertise and all the exhibition hardware including exhibition display panels, poles, graphic systems, glass cabinets, table cloth, posters, models, artwork, woodwork etc.

Additional Services:

- Event management consultancy
- Creative Design & Branding services
- Corporate gifts and merchandising
- Print services
- Exhibition Hardware sale
- Permanent exhibition development

EXHIBITION ISLAM HIRE

Exhibition Islam can be hired for events of all sizes and has the resources and experience to deliver high quality exhibitions that have been showcased at over 1600 venues in the UK.

Our highly experienced exhibition team can help you manage the entire event planning process, from design, logistics, event management and print services.

Exhibition Islam offers a broad range of educational resources, bespoke models and world-class manuscripts and artefacts to deliver a highly creative and professional "museum-style" experience for visitors.



EXPLORE ISLAM POSTER PURCHASE



12 x Posters available to order

Prices available on request

2 print options available

A1 Encapsulation involves sealing the printed poster with a Gloss Film Lamination.

Pull up banners - 12 x 750mm X 2000mm pull up banners

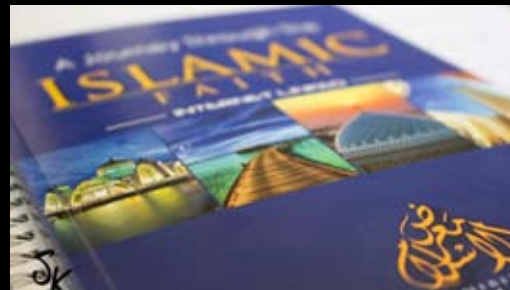
LEAFLETS

Exhibition Islam offers a series of 26 information leaflets. These high quality, information rich leaflets expound upon various aspects of Islamic belief, Muslim contribution, science and civilisation. The leaflets are full colour, 3 fold and printed to a matt finish.



JOURNEY THROUGH ISLAM

A Journey through the Islamic Faith highlights the history of Muslims in Britain and expounds on some of the main highlights of Muslim contribution to Europe. There are additional 18 chapters in the book. Available to order via www.exhibitionislam.com





Exhibition Islam is an independent, UK based organisation that specialises in the development and delivery of Islamic faith exhibitions and events.

Having exhibited at over 1600 venues and attracting in excess of 2 million visitors over the past 16 years, Exhibition Islam has established its name as a leading pioneer in the field.

Exhibition Islam

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