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Large-Scale Event Planning Tips

1. Choose the Best Venue

Before you begin selling tickets for your event, you should estimate the maximum number of guests who can attend. This number will help you choose the best venue for your needs. As you search out venues, you'll need to find one that matches your specific event's requirements.



2. Use a Reliable Online Ticketing Platform

The vast majority of events use an online ticketing platform these days. An online platform is necessary to help you keep track of the exact number of tickets sold, including VIP upgrades. The event registration management software you choose should be highly reliable to help you avoid any snags, especially during the event.



3. Send an Email about the Check-In Process Before Your Event

From tech wizards to digital dinosaurs, people of every kind will attend your event. Many of them may be repeat guests who are familiar with your check-in process, but many will be newbies to your brand or venue. Sending a preparatory email before your event is an excellent move to avoid guest frustration and confusion.



4. Create an Efficient, Coordinated Check-In Process

As the first in-person experience your guests will have with your brand, it's vital that the check-in process is as smooth as possible. Long lines and a clogged waiting area full of people anxious to check in can have a serious negative impact on your brand reputation.



5. Use Software with Real-Time Updates

Ensuring that everyone has a good time at your event involves dozens of components. You can take care of nearly all of them when you use on-site event management software that provides real-time updates, specifically regarding tracking attendance in each session.

