

HOW TO CREATE AN EVENT WITH A WOW FACTOR...

IN JUST 6 EASY STEPS....

Are you Missing Your WOW Factor? Do you know what Your WOW Factor is? Do you have a special something that makes YOU impossible to forget? How engaging and compelling is your event? Are you standing out, making a difference, adding value and obtaining clients.

Your WOW Factor is your Competitive Advantage!

Being different is what has you being the buzz in your industry, it's what has you being remembered, it's what has you being seen as the expert in your industry. It is easy to add a WOW factor to an event when you have a large budget. We understand that not all events you are hosting have a large budget, but this doesn't stop you from giving your event a WOW factor. **A WOW factor can be anything that surprises and delights your guests.**

1 The first step to your event is selecting a **venue**. Choosing a venue can be pretty complicated. You firstly need to determine where most of your guests will be travelling from and also who your audience is. From this you will then determine a location suitable for your event. There are thousands of venues around the world so no matter how small or large your event – there will always be somewhere suitable.

Remember – when choosing a venue it doesn't need to be your standard function centre, hotel or local club. Think outside the box – choose a park, a beach or even an old church space!

When selecting a venue- try and pick somewhere with natural beauty or ambience – the nicer the space, the less you have to do in terms of décor to give your event a WOW.

Mayhem Events

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Showroom: Level 1, 4-6 Park Lane, Caringbah, NSW, 2229 (By Appointment only)

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2 **Decorating the space** can often be the most expensive part of an event. We find it is easiest to choose a theme around your event which gives your guests a reason to get involved and excited for your event. Some of our favorites are:

- Your favorite Country
- A Colour theme
- Masquerade
- Colours and decades.

So let's start with table centerpieces. When selecting a centerpiece you should again consider your audience. Eg. Females are more likely to notice an amazing centerpiece than a male.

The centerpiece is an easy way to tie back in with your theme without it being over the top. Eg. Carnivale theme you could use a range of coloured feathered centerpieces.

Some other popular favourites include

- Candelabra's
- Candles
- Flowers
- Willow
- Live Fish

See our Event Hire page for a full range of centerpieces choices and ideas.



3 **Lighting** plays a major role in a space (especially indoors) as it really gives a warm feeling as guests arrive. Lighting is what guests often see visually first – which is important in creating the feeling. Bring the house lights down and fill the space with ambient lighting. Make sure you light the areas that need featuring. Eg. A Stage, entrance etc...

Get creative – there is a range of light sources you can use, candles, spot lights, string lights, paper lanterns, stage lighting.

Led lights over the last 12 months have really come down in price & are a fabulous option to consider for your event.

Candles are often the most popular when doing night time events along with stage lighting and smoke effects.

When combining smoke effects with stage lights, the light then reflects through the smoke – and truly is visually a wow.

Try and keep the colour scheme in with your theme – Eg. An African theme as mentioned earlier – you could use orange/ yellow tying in the desert and hot weather.



4 The next most important part of an event is **entertainment**. Nearly every event, no matter what it is, needs some source of entertainment to ensure guests are not getting bored which causes them to leave! It also adds an element that engages the guests.

Entertainment could include a range of different things so depending on your type of event, guests and reason for hosting an event there is always the right type of entertainment to suit whatever your event might be. Some entertainment options could include:

- A live band
- Playing Music
- Live performance – singers, magic act, dancers etc...
- A comedian

If your event has numerous speakers – be careful you don't overdo it!!! Limit your speakers to a certain period of time to get their point across. Try and break up the speakers – add a piece of entertainment in between every few speakers. This will help to re-engage the audience so both your guests and speakers can truly get the most out of your event.



5 One thing you must nail at every event is **catering**, service and alcohol! When you go to an event with bad food, what do you remember most about the entire event? BAD Food.

You don't want your guests walking away talking about how shocking the food was or how bad the wine was – because that truly is all they will remember leaving your event.

Try and be creative with those of you creating a unique or special event. Why not have some interactive food stations where guests can create their own dishes?

If you are providing food consider how much time your guests have. Do they only have a 30 min break & need replenishing? Or is it an evening event and the food is a real part of the



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evening? Choose menus that suit your guests and their dietary preferences. Don't just choose your personal favorites, this isn't about you it is about your guests experience. Consider a blend & variety of meats, vegetarian, textures & serve sizes. Men always generally prefer a different type of meal to a female.

Take our 'Oasis African Event' – you could have an African Style BBQ with chefs cooking in front of your guests! What better way to say Africa than to get your guests involved!

6 Organization most importantly you need to have a professional events management team that knows what they are doing. You need a team you can depend on to make your event memorable and give it the WOW your guests are looking for. You want to create an event that will resonate in your audience's minds long after your event has taken place! Events are stressful anyway, so having a good event manager helps enormously!

Choosing the right company is the key to avoiding common disastrous mistakes in planning your event including lighting, venue contracts, audio, technical rollout which can affect your overall wow factor and create unnecessary stress.

When choosing an event manager look out for the following things:

- Honesty
- Creativity and Ideas
- Adaptability within your budget
- Years' experience
- Most of all - How genuine the team really is in understanding what you want.

As a reminder for you – Mayhem Events ticks all the boxes above. If you are looking for an event manager to help you with your event and getting the 'wow' remember to contact Mayhem.

Remember – the purpose of your event is to entertain, capture the attention and KEEP your audience attention and overall create a WOW for your guests so they walk away feeling satisfied and boasting about how awesome your event really was!

Don't forget- for your next event, contact Mayhem Events.



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