



Making the brand work for your business

Organising successful events

When we say 'event' we mean anything and everything from a wee meeting in the village hall to a full-blown outdoor extravaganza! We can't tell you everything you need to know here, but we've given you a few broad tips and provided you a useful link for more information.

Top tips

1. **What is the purpose of the event?** What are you trying to achieve? You must be clear from the outset what you want from your event – are you trying to raise funds for charity? Is it to share information with a group of people? Is it simply to entertain?
2. **Dates need to be decided at the start.** Remember to do your homework to make sure your event or meeting isn't clashing with another big shindig or local meeting. Check online events calendars or other local listings services, better still speak to someone from the local area.
3. **Do you need to book a venue or catering?** The best places get snapped up quickly. Please give careful consideration to accessibility, from how people will simply get there to disabled access at the venue. Please read the Cairngorms National Park Authority's [guidance for organised outdoor access events](#) and [Visit Cairngorms event planners guide](#) both of which should help ensure you deliver an effective and responsible event.
4. **Where is the funding for your event coming from?** Perhaps the event will be self-funding through ticket sales or entry fees or maybe you need to seek a sponsor? There are also various pots of funding available from some organisations who, depending on the criteria, may contribute towards the costs of running your event, for example the [Cairngorms Trust](#) and [EventScotland](#). Make sure you have a firm grip on the financial side of things and have explored every funding avenue to ensure success.
5. **Tell people!** There is no point in having a small meeting or an outdoor extravaganza unless you tell folk and encourage them to come along. Use the 'write a press release' or 'social media' advice and start your publicity campaign as soon as possible.