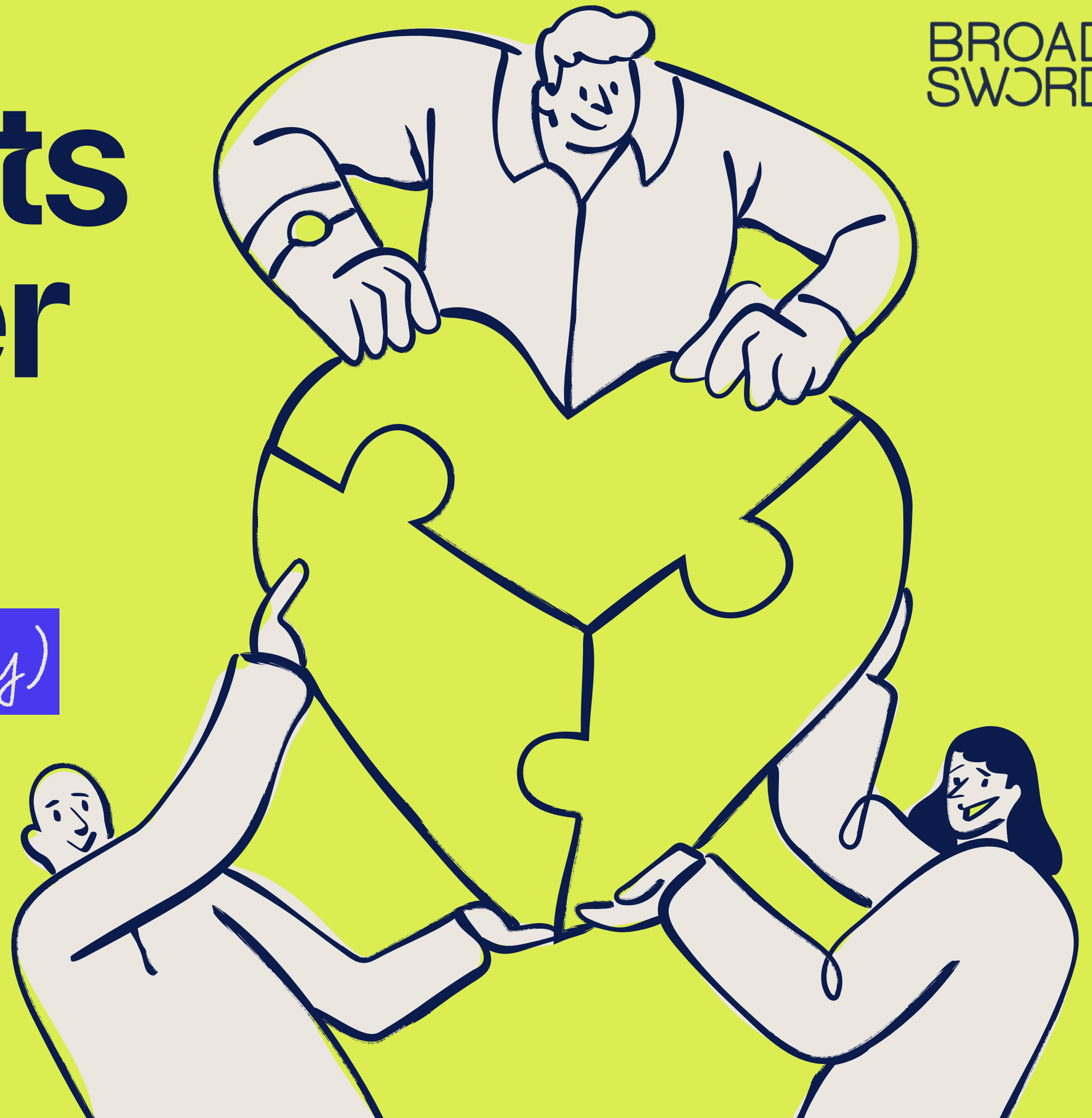


Make events work harder for you

(before, during, and after the day)

B Corp Agency Alliance:
**Charity Support
Sessions**

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Diane Carters
Head of Commercial Development
Broadsword



Every element needs to earn its place.

**Budgets and resources
are under pressure**



**Supporters' time and
attention are limited**



**Events often serve
multiple audiences**



**Value must extend
beyond attendance**



Always start with the purpose.

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**Define
your
target
audience**

**Define
your
primary
objective**

**Define the
change
you want
to create**

**Define
your
call to
action**

**Define
how you
will
measure
success**

Maximise value and impact

PROTECT

What must work?

- Audio visual
- Accessibility
- Venue
- Core content
- Clear communications
- Event flow
- Staffing

ENHANCE

What will deepen the experience?

- Storytelling
- Activities and entertainment
- Creative branding and gifting
- Additional spaces
- Photo moments and online interaction

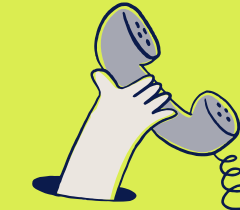
EXTEND

What will create lasting value?

- Reusable content
- Meaningful follow-ups
- Insight articles
- Speaker interviews
- Photography
- Future discussion topics
- Partner updates

The right environment for engagement

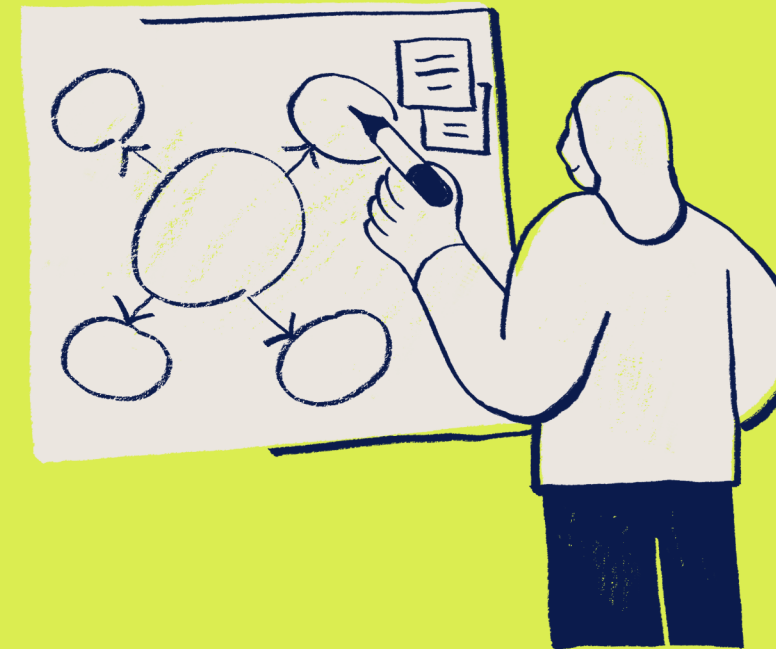
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Before contracting a venue, understand the full cost of staffing, internet, access time, equipment and mandatory suppliers.



Readable content and good sightlines



The right preparation and technical resilience



Comfortable pacing and fewer distractions



Inclusive spaces and content

Six ways with costs

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CHANGE THE FORMAT

- 01 Is your date flexible?**
Ask venues about Mondays, Fridays and quieter periods.

- 02 Do you need a full day?**
Reduce venue, catering, staffing and production time.

- 03 Use virtual where it suits the purpose**
Cut venue and travel costs, while keeping production simple.

CHANGE THE APPROACH

- 04 Ask for a better rate**
Request a charity discount, package deals, waived fees or added value.

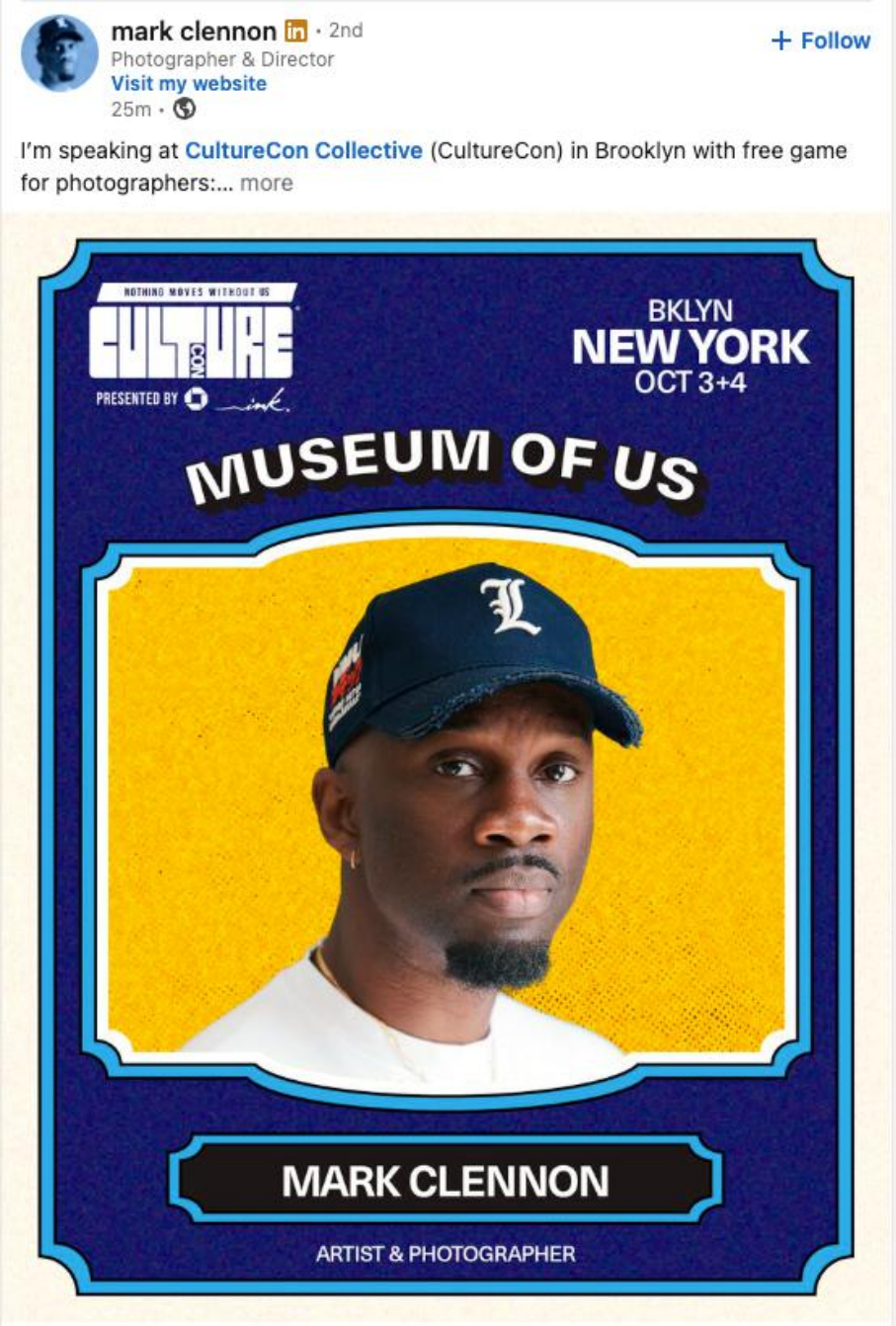
- 05 Source local**
Reduce transport, delivery, travel and accommodation costs.

- 06 Share the costs**
Invite relevant partners or sponsors to fund defined elements.

Protect the essentials: accessibility, clear content, reliable sound and a smooth attendee experience.

Pre-event: Grab attention & build anticipation

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Start the relationship early



Treat registration as part of the experience

Ask about people's interests and motivations

Build anticipation through stories and questions

Brief speakers around the audience

Plan content capture before the event

Bring in the purpose

Move from telling people an event is happening to showing them why it matters.

Instead of:

"Registration closes on Friday."

Try:

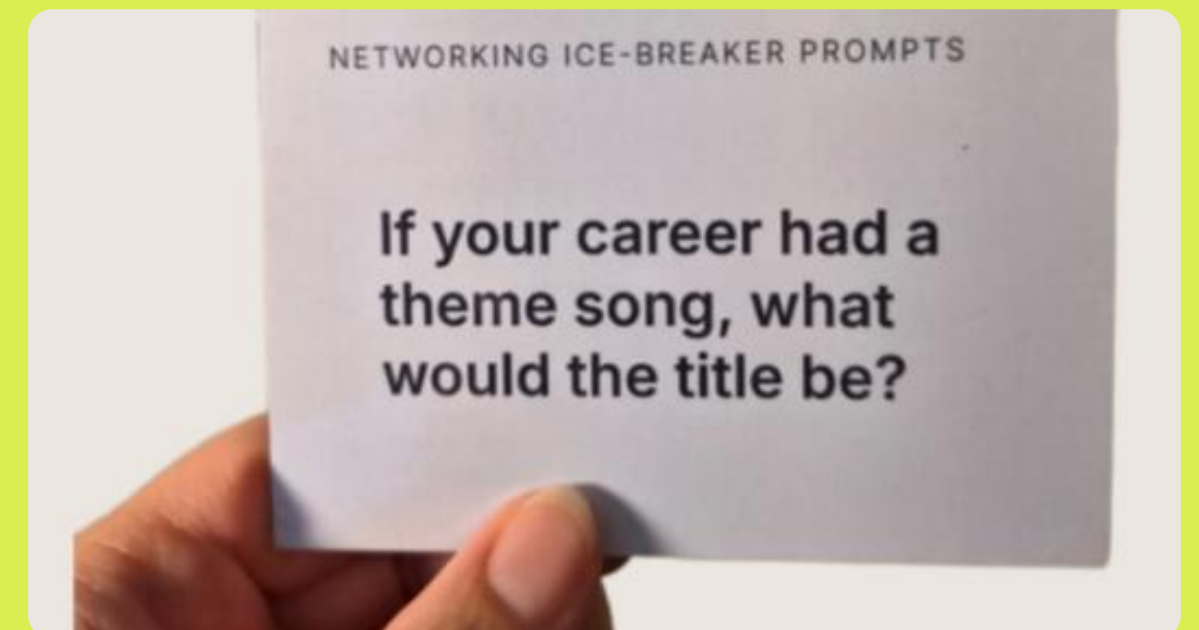
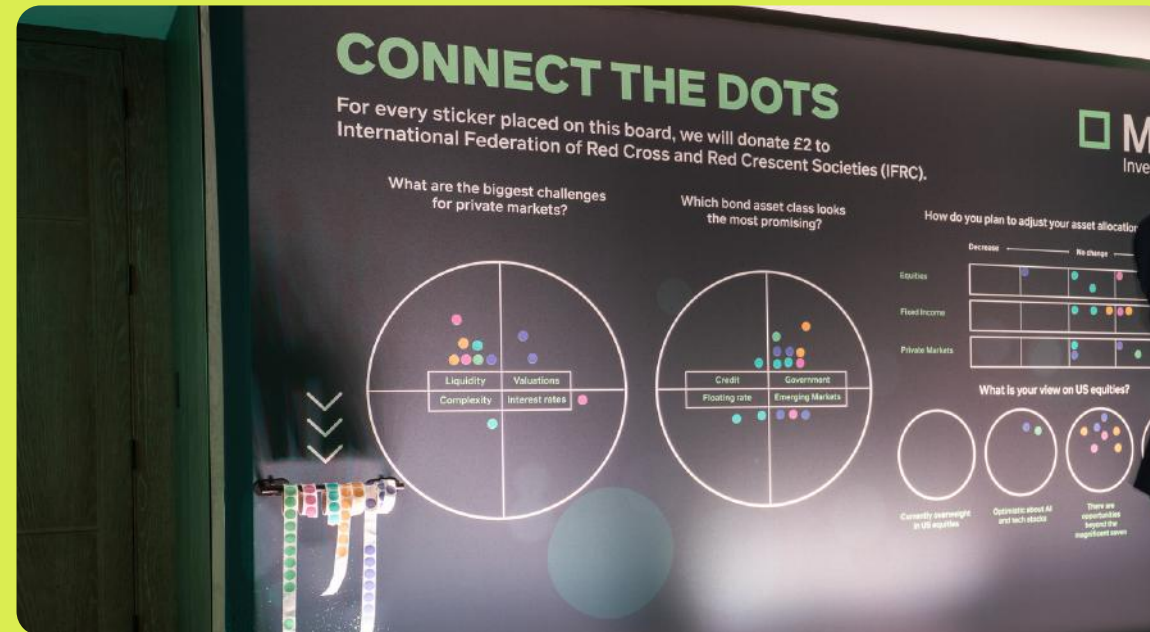
"What change would you most like to see, and what part could you play?"

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The event: Create connection and participation

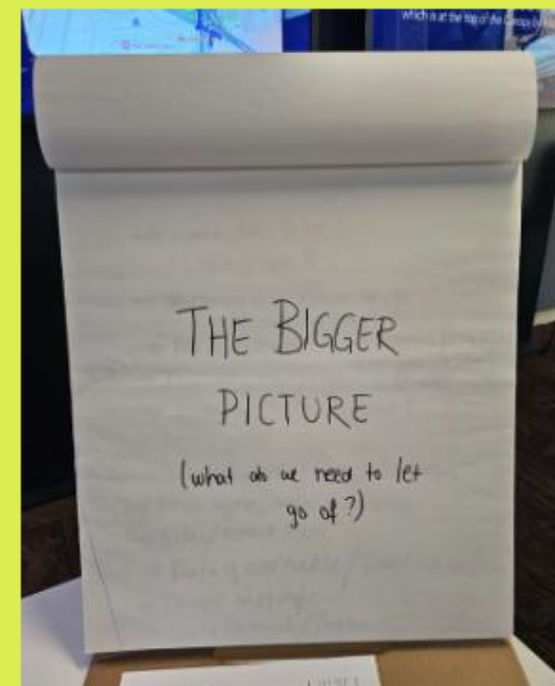


Move from attendance to involvement

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What role are your attendees playing, and which touchpoints can they:

- Contribute a question or story?
- Join a purposeful conversation?
- Make a commitment?
- Connect with someone relevant?
- Choose how to support the mission?



Post-event: Inspire action, strengthen relationships

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Share what attendees helped achieve

Follow up according to their interests

Answer questions raised on the day

Continue important conversations

Offer a clear and relevant next step

Instead of: "Thank you for attending." Try: "Here is what you helped begin—and how you can continue it."



Measurement

OBJECTIVE	MEASURES THAT SHOW PROGRESS	HOW TO CAPTURE IT
Financial return	Income generated, net return, cost per attendee or donor, conversion	Budget and finance records; ticketing or donation data; trackable links
Awareness	Reach, content engagement, message recall	Email and social analytics; one-question poll; post-event survey
Audience engagement	Participation, session engagement, follow-up responses	Poll and Q&A counts; platform analytics; follow-up data
Behaviour or action	Completed actions, sign-ups, commitments, meetings booked	QR codes and trackable links; CRM tags; booking forms
Relationship building	New connections, follow-up meetings, repeat attendance, referrals	Registration history; CRM notes; review again after 30-90 days

Choose 2-3 measures before the event

The event value checklist

Use these six questions throughout planning to keep every decision connected to the value you want to create.

1. Is it clearly linked to our audience and primary objective?
2. Does it protect the essentials that must work?
3. Will it deepen the experience or help people take a meaningful next step?
4. Can it create useful value beyond the event itself?
5. How will we capture evidence that it worked?
6. Is it the best use of our time, budget and resources?

The strongest event decisions connect purpose, experience and evidence, creating value that lasts beyond the day.



Let's talk



Diane Carters
Head of Commercial Development
Broadword



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