



pennineevents

Event Strategy & Feasibility

So you need an event – have stopped to think why? Is it feasible? What do you want it to achieve and how will you make the most of it? How does it link to wider programmes, what is the development plan, what are the alternatives and how can you be sure they are not better? Who's the audience, what type of event is best?

Too often events are organised in isolation, not clearly thought through and not part of a wider strategy. Would this really do justice to the effort and money the event has cost? Here at Pennine Events, we never like to see money go to waste, which is why we are strong advocates for having a strategy to ensure a more effective and successful event or event programme and prevent unnecessary wastage of resources.

We can advise on and devise an event strategy for you or take your ideas and make them feasible.