

Beyond the event: learnings from high value events



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About Us



- Specialising in event programmes for social impact organisations
- Delivery, strategy, interim and consultancy
- Training and mentoring
- Galas, awards and conferences
- UK and international



Who we have worked with

BEYOND
THE
EVENT



Today

WHAT WE FOUND



**HOW WE CAN
LEARN FROM IT**



**HOW WE
IMPLEMENT CHANGE**

What we found

THERE IS STILL
SIGNIFICANT
DEMAND FOR
GALAS BUT IT'S
A HARD PLAYING
FIELD

EVERYBODY
WANTS TO
DO
SOMETHING
DIFFERENT

CHARITIES
NEED TO
NURTURE
RELATIONSHIPS
POST-EVENT

STREAMLINED
FUNDRAISING
MECHANISMS
- AUCTIONS
REMAIN
PRIMARY

IT'S WORTH
INVESTING IN
A PERFECTLY
CRAFTED
PLEDGE
MOMENT

SMALLER OR
BIENNIAL EVENTS
TO COMBAT
FATIGUE/
INCREASED
COSTS

WE COULD DO A
LOT BETTER AT
LEVERAGING
OUR EVENT
DATA

COMMITTEE-
DRIVEN
EVENTS WERE
MOST
SUCCESSFUL

GUESTS WANT
MORE IN TERMS
OF CONTENT
AND
EXPERIENCE

EVENTS NEED TO
BE INFORMED BY
STRATEGY

1 – Looking at your event data

- Find it through your event tech/platforms: registration, auction, donation 🧑💻
- Track it pre-, during and post-event 📅
- Inform decisions about guest numbers and fundraising mechanisms 📈
- Use it as evidence to persuade your boards and committees 💡
- Use it to **build** your committees 💡
- Don't forget about wider data sources



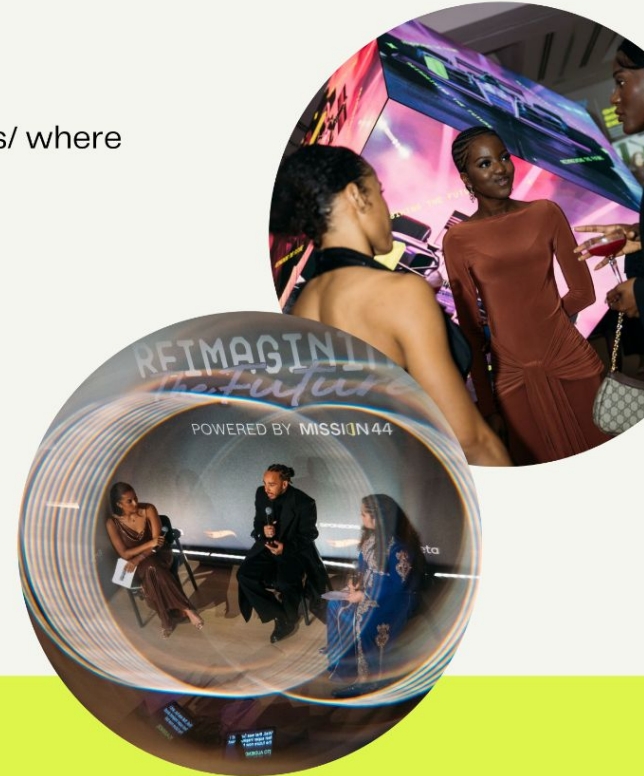
2 – Building lasting relationships

- Plan what happens after the event BEFORE the event 🐼
- Year round engagement 📅
- Demonstrate impact 🌍
- Communicate better ☎️
- Know when peer-to-peer is best 🐱🐱
- Cultivation events (yes more events!) 🥂🥂



3 – Informing your strategy and planning

- Start with detailed evaluation (use that data!) 📊
- Understand the wider landscape 🌍
- Understand your organisation's strategic objectives/ where you fit in...and don't work alone 🌐
- Leverage your relationships and listen to your guests/donors 👂
- Don't make the same mistakes! 🚫
- Be realistic 🙏
- You won't always see fast results – manage expectations, make marginal gains and look at 3 year strategy ⌚



Next steps



- Any questions?
- Tools and templates
- Get in touch

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1. To establish an annual flagship event for the charity that will raise £250,000 by 2026

Current reality	What we need to do in 2025	Desired end state
<ul style="list-style-type: none"> A calendar of smaller fundraising events, the largest raising £30,000 A strong database A number of HNWI making 4-5 figure gifts A potential chair <p>Overview:</p>	<p>5 – 7 bullet points, including a timeframe</p>	<ul style="list-style-type: none"> A pilot event that raises £100,000 with clear progression plan to raise £250,000 in 2027
		<p>Opportunities:</p>
		<p>What are the risks and threats?</p>
<p>What's holding us back now?</p>		<p>Additional resources required</p>