

CREATE GREAT EVENTS 

ORGANISATIONAL & INSTITUTIONAL
RESOURCE PROPOSAL

Your Next Great Event

A practical resource for the people
who bring others together.

Greatdorlin Wisdom & Crystal Nyarko



The event ends. The learning stays.

Give event teams and delegates a reference they can return to whenever a new project begins.

From first decisions through event day and follow-up, the book helps everyone see what needs attention next.



Written from years of doing the work.

Greatdorlin Wisdom & Crystal Nyarko

Their combined experience spans event strategy, growth marketing and audience experience across different industries and formats.

15+

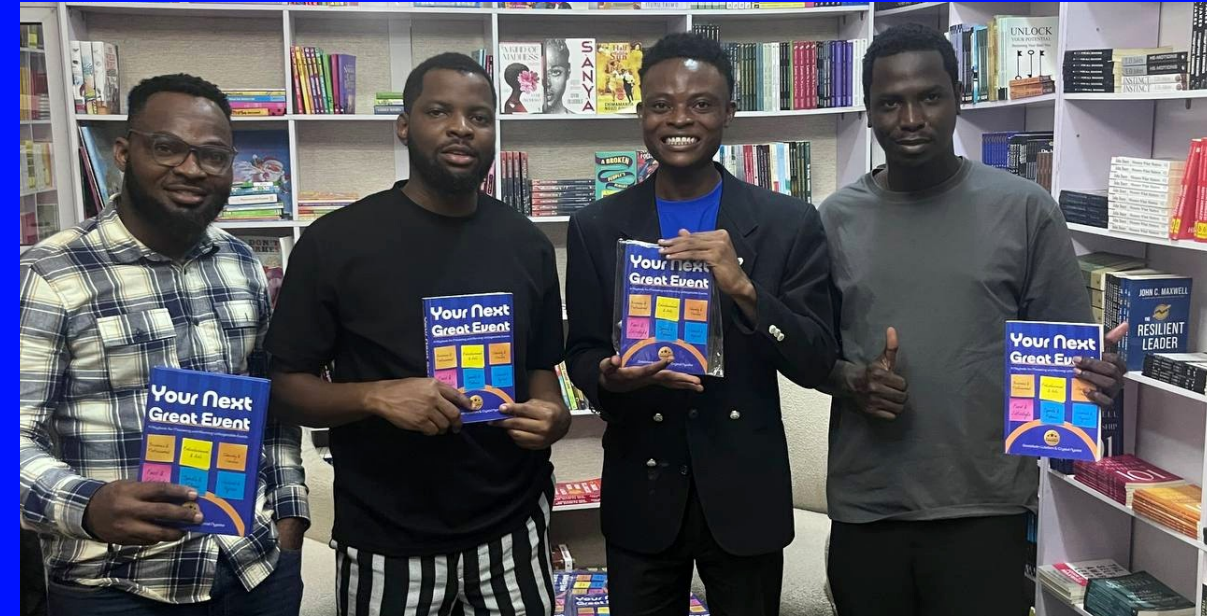
years combined

3

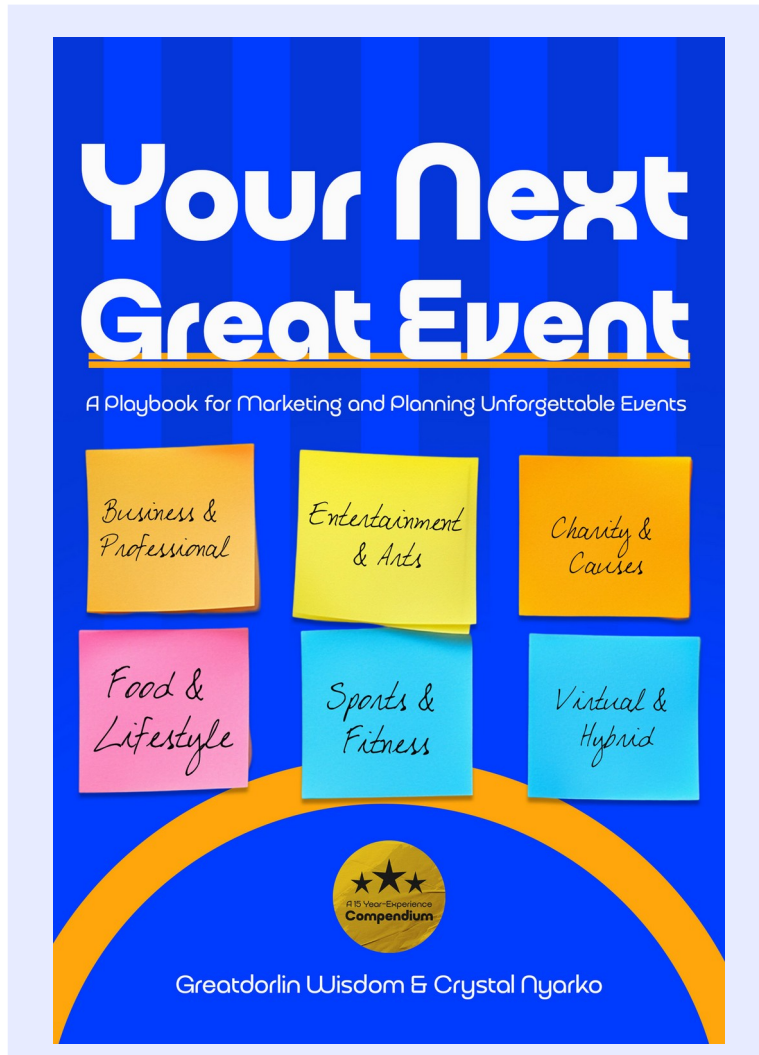
continents

NORTH AMERICA / EUROPE / AFRICA

YOUR NEXT GREAT EVENT



CREATE GREAT EVENTS LTD



A complete event journey, in one place.

- 01 Define the event**
Audience, purpose and budget
- 02 Reach the right people**
Marketing and registration
- 03 Make sponsorship relevant**
Research, offers and outreach
- 04 Deliver and follow up**
Event-day readiness and lasting value

Your team knows what comes next.

The book documents the decisions and actions that matter before, during and after an event.

01 PRE-EVENT

Make the plan

Purpose, audience and budget.
Registration, sponsor outreach
and preparation checklists.

02 EVENT DAY

Lead the delivery

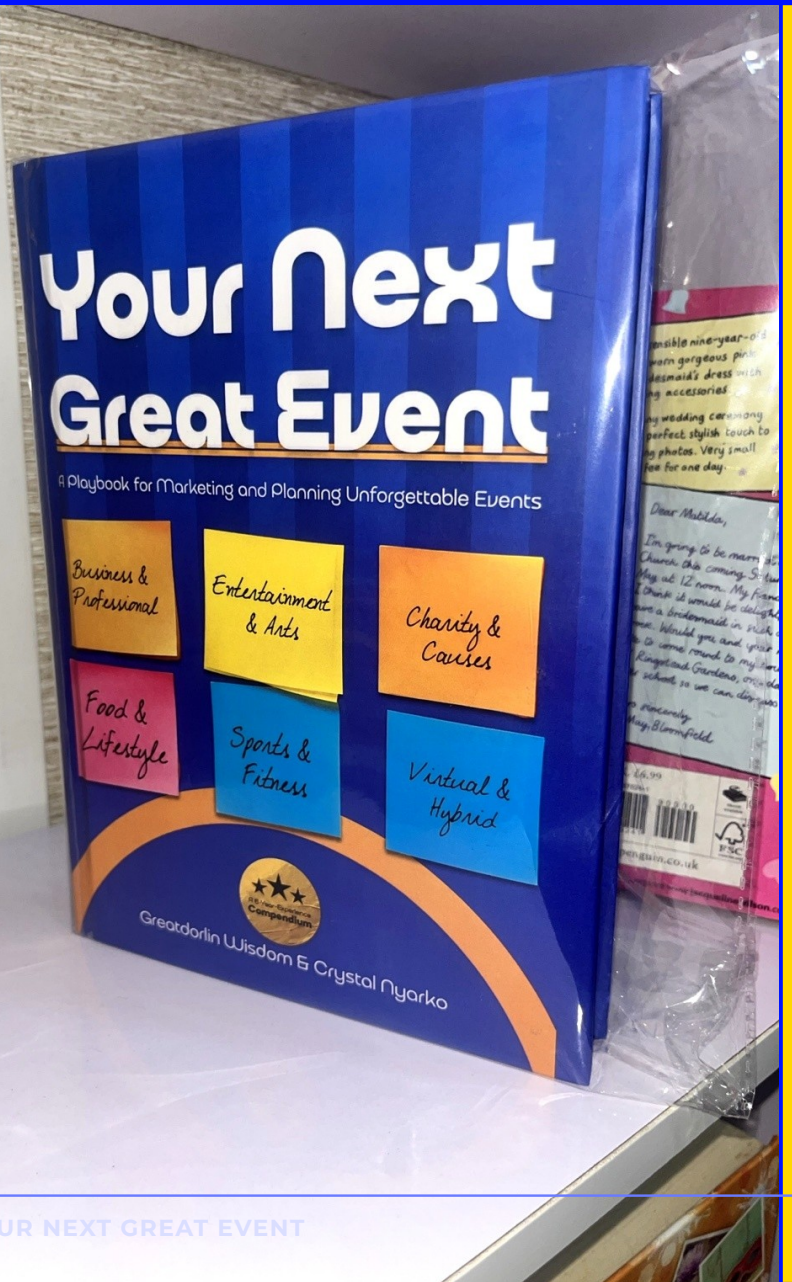
Run of show and team roles.
Venue and AV checks, attendee
flow and backup plans.

03 POST-EVENT

Keep it moving

Follow-up in the first 48 hours.
Sponsor reporting and ways to
keep attendees connected.

Everyone can see what needs attention at each stage and who should take the lead.



Different events. Different decisions.

The book offers category-specific guidance for:

**Business &
professional**

**Entertainment
& arts**

**Charity
& causes**

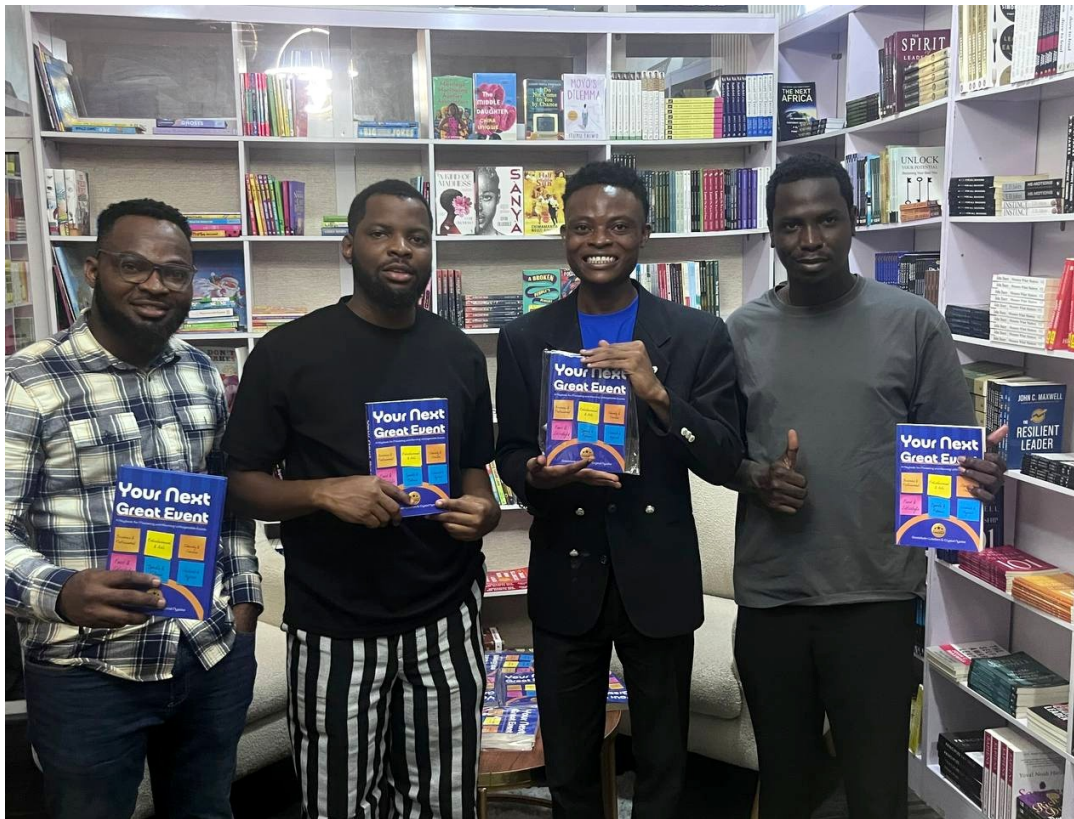
**Food &
lifestyle**

**Sports &
fitness**

**Virtual &
hybrid**

Already out in the world.

A glimpse from bookshops, conferences and professional gatherings.



HOW ORGANISATIONS CAN USE IT

A useful resource for the right people.

Event teams

A shared reference for planning and delivery

Conference delegates

A worthwhile takeaway beyond the programme

Training programmes

Supporting practical event management learning

Speakers and partners

A relevant gift for people who lead gatherings



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