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Ten “Must Have” Signs To Have At Your Event

- ◆ **Event Agenda:** Display a blown-up version of the event agenda at the entrance. It should be at least 18x32 inches either hung up or on an easel.
- ◆ **Registration:** You need to have a “registration” or “sign-in” sign posted at the table where people sign-in and get their name badges. Again, it should be at least 18x24 inches or larger prominently displayed.
- ◆ **Registration Alphabet Dividers:** For an event with a large number of attendees, it’s easier to get everyone signed in by splitting up the registration/sign-in table up into groups alphabetically, typically A-L and M-Z. Post the alphabet dividing signs above the appropriate staff member at the table responsible for those guests. This will also create lines and help the flow of the sing-in process for a large group.
- ◆ **Restrooms:** This seems like a “no-brainer” but is often overlooked by event organizers! Place restroom signs WITH DIRECTIONAL ARROWS at significant locations around the event. Having restroom signs at the entrance to the event is key, especially if guests have travelled any distance to get to the event.
- ◆ **Branded Restroom:** No one ever thinks of this one...If you are holding a corporate event, or even a wedding or family function with a theme, why not personalize the restroom signs?! Have a “MEN’S ROOM” and “WOMEN’S ROOM” sign made up with the company logo, or theme logo/design on it and place them over the standard restroom door signs. As any good corporate executive will tell you, “Branding is Everything!!!”
- ◆ **Meal Signs:** Having meal signs with the event name and/or company logo is another key element to tying the event to the venue. A sign with “LUNCHEON” or “BANQUET DINNER” that is personalized with the event name and logos is a key element to making the event professional and polished!
- ◆ **Cocktail Party:** Along the same lines as the meal signs. Again, customize the “COCKTAIL PARTY” sign with the event name, event slogan, corporate logo or company slogan to make it all come together.
- ◆ **Drink Descriptions:** Write up some fun “drink descriptions” to print up on bar-cards to have at the bar and at tables in the bar area? Have them come up with new names and/or descriptions for standard drinks that relate to your event or your company!
- ◆ **Podium Sign:** Having your event name and company name/logo on a well designed sign placed on the front of the podium is VERY IMPORTANT! Especially if you will have photography and/or video coverage of the event. Even if you don’t, many event guests will probably take photos of their own, so having that info prominently displayed in a well designed sign is KEY!
- ◆ **Speaker Name Cards:** If you speakers will be seated either on-stage or just up front of the room facing the rest of the guests, it is important to have name cards for each guests in front of them on the table. Think along the size and shape of a desk nameplate, adjusting the size according to the size of the room. If the event budget allows, having actual desk nameplates for each speaker made up as their name cards for the speaker table is a great idea as a gift to each speaker for attending. Have the event name and you company info/logo included on them of course!!!