

# SEVEN POINTS TO CONSIDER IN DI ANNING

An event may be a one-time event focused on a specific purpose such as a groundbreaking, grand opening or other significant occasion, or it may be an annual event, such as an off-site meeting, executive retreat or sales meeting. While each event has similar characteristics or requirements, each is unique.

The following steps are offered to help guide your event planning:

## 1. **Develop strategies for success**

- Make sure the purpose for the special event is important enough to merit the time and expense needed to properly stage, publicize and evaluate the event.
- Carefully match the type of event that is selected to the purpose that it serves. Do you want to reach out to new customers or reward top sales people?
- Ensure that management supports the event. Select a working committee with broad representation across the organization.
- Start planning at least three months, and in many cases, a year ahead of time.
- Develop ways to evaluate the event's success. Measurable event objectives are critical.

## 2. **Make a checklist**

A checklist provides a step-by-step guide to organizing and executing a special event. (See Checklists and templates.)

## 3. **Create a budget**

The objective is to create a financial blueprint. The budget should be specific, and include revenue opportunities (see budget templates).

## 4. **Consider logistics**

With many activities going on simultaneously, there are many details to be checked. We have provided multiple checklists and templates that will assist you.

## 5. **Plan Media**

What kind of promotion is required for your even. Is it an internally-driven event or is it in conjunction with a trade show or road show?

## 6. **Are you trying to inform, educate or entertain?**

- Increase awareness or attendance of the event?
- Build a base support from a specific audience?
- Facilitate good community relations?

## 7. **Evaluate the event**

Take time to evaluate right after the event while the details are fresh. You may want to consider having a questionnaire for participants to fill out. Some general evaluative criteria include:

- Did the event fulfill its goals and objectives? Why or why not?
- Identify what worked and what needs fine-tuning. Which vendors should be used again?
- What items were missing on the checklist?
- Was the event well attended?
- Was informal and formal feedback about the event positive?
- Given all that went into staging, was it worth doing?