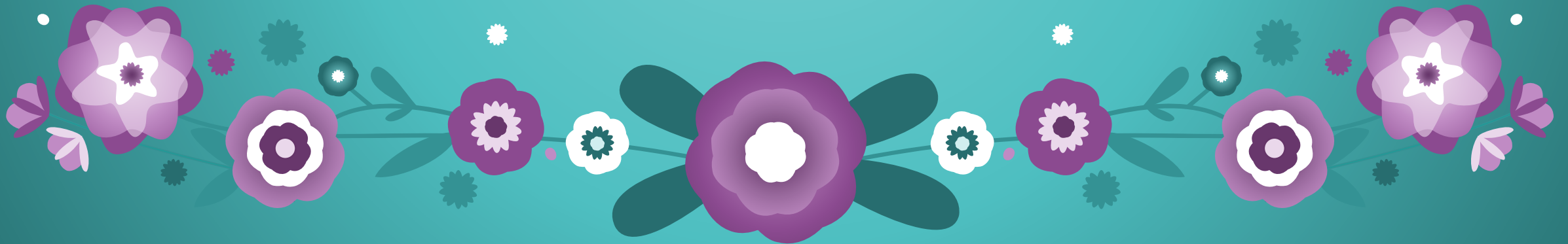
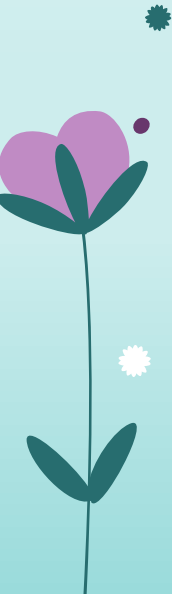
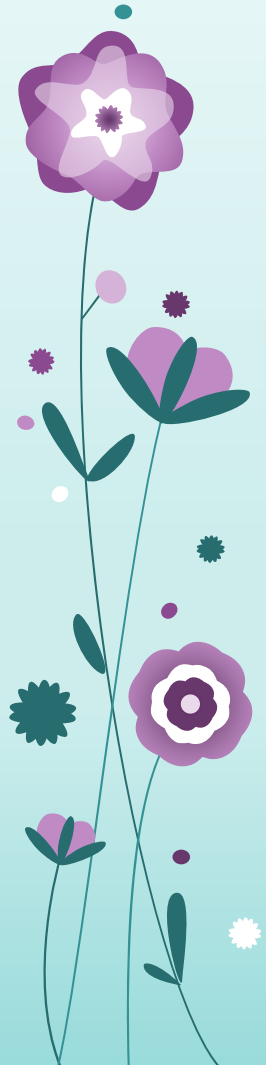


# Event Planning Basics



# A little about Me or Why are you qualified to teach this class lady?!

- Graduated from the University of Northern Iowa with a B.A. in Theatre
- Head of Props for Jesus Christ Superstar Tour
- Worked in Las Vegas for 6 years, at the MGM Grand Garden Arena and Conference Center as a Stagehand, as well as 4 other stagehand companies. –Worked Award Shows, Conventions, Conferences, Concerts, Meetings, Private Parties, V.I.P, and Sporting Events
- Worked 3 years for a company in Aspen for the Aspen Food and Wine Festival, Ideas Festival, Security Forum etc.
- Certificate for Events Management from FRCC
- 2.5 years as the Events Coordinator at the Cheyenne Botanic Gardens- hosted and organized over 20 in house events, and 800 private events



# Don't get intense about planning, just keep it in Tents!

- InTent (purpose), -what are the goals and objectives for the event?
- ExTent (scope), -what are you or the client trying to attain, achieve, or accomplish?
- ConTent (program) –what will be presented?
- Be S.M.A.R.T with your goals

Specific-Must be specific in targeting an objective

Measurable-Must have measurable indicator(s) of success


Assignable-Must be capable of being assigned to someone to accomplish

Realistic-Must be realistic within allotted resources

Time-Related-Must have a specified duration



# The 5 W's

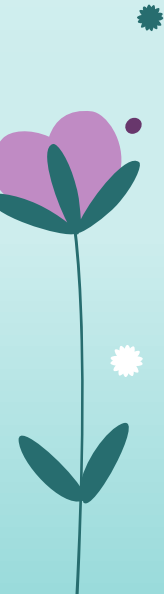
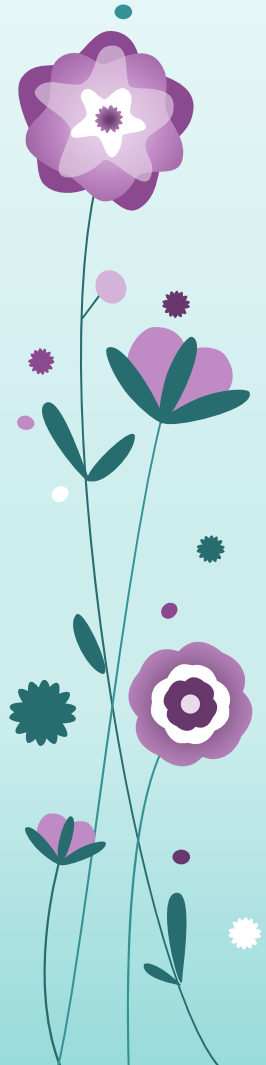
- Who?-Who are the intended guests or audience?
  - What?-Type of function? What else is happening during the event time?
  - Where?-Where will the event take place? Where are the guests from?
  - When? Date/Dates? Times?
  - Why? Why is the event being held? What is the purpose of the event?
- 

# Budget! Budget!! Budget!!!

- After you know what event you are planning and go through the W's, ask or determine the Budget
- Add to the 5 W's with a couple H's – How? and How Much?
  - How much/many resources are required, how will they be allocated?
- Use tools already available to help you plan-don't make it hard on you-Excel, Google, etc.
- Shop around if you have the time-get quotes, look for sales, re-purpose from other events (linens, candles etc.)
- Err on the side of more expensive when planning and get excited when you end up in the black!
- Miscellaneous/Other should always have a category
- Fast, Easy, Cheap- You get 2 of the 3

# A is for...Everything Important!

- Anticipation
- Arrival
- Atmosphere
- Activity
- Appetite
- Amenities



# Anticipation

- Give the guests something to look forward to, build excitement for your event, prepare them for the experience
- Invitations, Marketing, Special Instructions, Directions
- Communicate the 5 W's so intent and expectations are clear

## Arrival

- Are you responsible for arranging travel arrangements? Hotels, Airport pick-ups? Is free parking available, where is the parking?
- Are there clear signs or directions to arrive at the venue?
- Are some guests arriving sooner or later than others? Surprise guests?
- Meet and Greet-set the tone for the event, eliminate travel stress
- Welcoming Entrances-decorative signage, well put together sign in space, performers and acts to entertain, host or hostesses to answer questions and direct

# Atmosphere

- Physical Environment-meet and serve the physical needs while enhancing the style and substance of the event
- Venue-Embrace the Place or Surprise Their Eyes
- Form follows Function-meet the requirements to fulfill the function of the event-purpose, goals, objectives
- Find the best fit-Character, Affordability
- Unique Venue Options-Guests home, Garden, Stadium, Rooftop space

# Activity

- Passive (Spectating) or Active (Participating) there is always something to do, decide which is best for your event
- Collectable Experiences-value, worth time and money. Determine what the customer wants, needs, expects-to determine the W's and how entertainment should be incorporated
- An Event is Theatre-Plot (Goals/Objectives), Message (Theme), Characters (Event components)
  - strong opening, peaks and respites, surprises and discoveries, exciting finale.
- Beginning, Middle and End must be clear
- Education vs. Entertainment-activities for imparting and acquiring knowledge, skills, behaviors, attitudes, judgement, preferences or understanding
- Diversion and Recreation-Interactive activities, companion programs, charitable projects



# Appetite

- There is always some time of refreshment at an event, H2O at a minimum!
- Meet the Needs (guest), Serve the Purpose (event)
- 5 senses are important in food consumption-Presentation!
- Match the meal to your occasion
- Concession, catering, or bring your own? Remember Fast/Easy/Cheap-you get 2 so what is the priority?
- Serving with Style

# Amenities

- What is the walk-away value?-not necessarily a physical thing
- Legacy items-Prizes, gifts, mementos, souvenirs to keep and remember the experience
- Show you care-Logo imprinted items, custom gifts-these are valuable ways to give sponsorship recognition as well
- Personalize the experience-photo stations, videos, disposable cameras

# Timelines, Schedules, and Deadlines oh my!

- Timeline-is presented in chronological format-Task A must be done before Task B, needs to be clear which tasks are sequential, simultaneous, conditional and iterative. For more complex events- Event Planning software is helpful



4-6 months before event or more depending on size of event		
Item	Target Date	Completion Date
<b>Create Event Plan</b> <ul style="list-style-type: none"><li>• Who, What, Why, When</li><li>• Goals</li><li>• Connection to Plan of Work</li><li>• Financial Limitations</li></ul>		
<b>Create a Budget</b> <ul style="list-style-type: none"><li>• Budget Tips and Tricks and Things to Consider: Go to the website</li></ul>		
<b>Select Venue</b> <ul style="list-style-type: none"><li>• RFP</li><li>• Contract negotiation</li><li>• Signed Contract</li></ul>		
<b>Book Speakers</b> <ul style="list-style-type: none"><li>• Speakers above \$600 require PSC (Link)</li><li>• May book before venue, if speaker is more critical than date or location</li></ul>		
<b>Create Preliminary Agenda of Event</b>		
<b>Create Sponsor Packages If needed</b> <ul style="list-style-type: none"><li>• Create system for tracking sponsorships</li></ul>		
<b>Send Potential Sponsors Materials</b>		
<b>Do a run through of selected venue if you are unfamiliar</b>		

# Production Schedule

- Shift from day by day tasks to hour by hour or minute by minute
- Scroll List format-the bigger the event the longer and more extensive the schedule
- Plan backward to achieve realistic scheduling
- Load-in takes 2x as long as load-out, sometimes 3x or 4x depending on the event-plan accordingly
- Tiiiiiiiiiiiiimmmmmme is not necessarily on your side...be realistic about what can be accomplished with the time given to plan the event

## Deadlines

- Pay attention to not only your own deadlines but those of your vendors
- Revise the plan when you need to and keep track of your drafts-this will help in post production

# The Devil is in the Details



- Visualize for success-while making your schedule imagine how the event will go for yourself, your staff, and your guests. Look at it from different perspectives
- Talk it over with others; friends, co-workers, co-planners. Don't be afraid to ask for feedback
- Risk Management-the super basics!
- Try to think of overlooked items-
  - Are you using a crockpot? Where are the outlets? Do you need an extension cord?
  - Making lemonade from a mix? Where is the water source?
  - How are you getting everything into/out of the venue? What items are you keeping and what is disposable?

# Post-Production

- Whether you set-up a meeting with a client, co-workers, or yourself, go over the event-but preferably there are multiple voices being heard
- Discuss what went well, what could be improved on, and what just plain didn't work
- Draw on what you saw, heard, experienced, and be constructive in your criticism of the event

# Helpful Tools

- Professional Event Coordination by Julia Rutherford Silvers
- Meetings, Expositions, Events, and Conventions-An Introduction into the Industry by George G. Fenich
- [mpi.org](http://mpi.org)-Meeting Professionals International
- [eventscouncil.org](http://eventscouncil.org)-Events Industry Council
- Software:
  - Cvent
  - Allseated
  - Social Tables
  - Eventbrite
  - Altru/Razor's Edge
  - AutoCAD

# Certifications

- **CMP - Certified Meetings Professional**
- **CSEP - Certified Special Events Professional**
- **CPCE - Certified Professional in Catering and Events**
- **CGMP - Certified Government Meeting Professional**
- **GTP - Global Travel Professional**
- **CTSM - Certified Trade Show Marketer) CQEP - Certified Quality Event Planner**
- **CEPS - Certified Event Planning Specialist**
- **CMM - Certification in Meeting Management**
- **DES – Digital Event Strategist**
- **CEM- Certified in Exhibition Management**
- **CQEP- Certified Quality Event Planner**