

20 TIPS FOR PLANNING THE PERFECT EVENT

PLAN

1. Have a purpose - even if it's just for fun!
2. Make the activity exciting, fun, memorable - something your target audience wants to attend
3. Determine who, what, where, when, and why - know exactly what you are doing
4. Write it down - good notes will help you keep up with the details
5. Explore what others are doing that is similar to your event - see what has been successful for others
6. Question yourself and others - double check the details
7. Include others when planning the event - diversity of thought and opinion are good things
8. Keep records of everything - you will want these later
9. Have a good attitude - others will mimic your attitude about the event
10. Develop a timeline to accomplish your objectives - manage your time wisely
11. Communication is key - keep in constant contact with others who have responsibilities
12. Tell everyone - let others know what you are planning and keep people in the loop
13. Organize in your mind and on paper - be prepared for whatever may come
14. Never assume anything

DO

15. Advertise to your target audience in "waves" - start small and grow
16. Be thorough - ensure that no major part of the event has been overlooked
17. Be prepared - pull off the event without a hitch

STUDY

18. Write thank-you notes to everyone involved - ask for personal feedback on the event
19. Evaluate the target audience!

ACT

20. Put an evaluation of the event in writing - this will allow others to benefit