Event Planning Outline

1. Key to a successful event is... good planning!
   a. Plan your work and work your plan
   b. NMMS Resources
      i. Event Planning/Evaluation
      ii. Project Implementation Spreadsheet
      iii. Budget List/Template
      iv. Holiday Campaign

2. Ideal Time Periods for Planning
   a. Small events – 3 months
   b. Mid-size events – 6 months
   c. Large events – 12 months

3. The Big Picture
   a. How does the event fit into your organization’s mission, ETS, and work plan? If it doesn’t – don’t do it.
   b. Know your target market – who do you want to participate? How will you reach them?
   c. Check a community calendar for a date without conflicts.
   d. Know your return on investment – influence, funds, or partnerships.
   e. Know your outcomes. What will be the result of the event? What does your organization need to happen?

4. Team
   a. Who do you need for a successful event?
      i. Time
      ii. Connections
      iii. $
   b. Make a list of team members with contact info – phone and email
   c. Spread the work around
      i. Many hands make light work
      ii. More volunteers/workers may mean more attendees as you reach out to their friends and families

5. Target
   a. Know who you are trying to reach
      i. Residents
      ii. Visitors
      iii. Tourists
      iv. Ages
      v. Other demographics
   b. Know how to reach them
      i. Newspaper
      ii. Radio – stations should have demographics of their listeners
      iii. Facebook, social media
6. Project Implementation Planning Spreadsheet
   a. Use it! Assign names to know who is responsible and create budgets and deadlines for tasks.

7. Budget
   a. Create a realistic budget based on your projected sponsorships.
   b. Don’t base a budget on projected ticket sales.
   c. Consider taking 10% off the top of every sponsorship to go toward your general operating fund.
   d. Always estimate income low and expenses high.
   e. Every event has the potential to make money for an organization.

8. Marketing
   a. Traditional sources – newspaper, radio, word of mouth, posters, flyers
   b. Social Media – Facebook posts & ads, Instagram, YouTube, website, other
   c. Community – table tents in restaurants & businesses, posters, flyers
   d. Regional – billboards, magazines

9. Checklist
   a. Consider keeping a large one-sheet or page checklist on a bulletin board in your office to track the progress of the event OR an online spreadsheet with Google Docs or a similar program.
   b. Print out the spreadsheet from #6 and keep it with other planning documents.

10. Don’t Forget
    a. Insurance
    b. Permits
    c. Seed funding for next year

11. Create an Event Book
    a. Either a notebook or digital file that has information about every aspect of the event. Just in case.
       i. Venue information - Contact information
       ii. Team members contact information
       iii. Public partnerships – agreement, list of leads and their contact information
       iv. Vendors/Exhibitors list and contracts
       v. Entertainment contact information and contracts
       vi. Caterers or other services list and contracts
       vii. Venue map
       viii. Certificates – Insurance, alcohol permits, street closures
       ix. Volunteer schedule, list, and contact information
       x. Event schedule
       xi. Marketing – list of ads, where placed, cost and contact person
       xii. Budget
       xiii. Anything else important to know about the event