



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