

## General Event Planning

Start with a brainstorming session to think about the purpose of your event and what resources you will need to call on. Here are a few tips to keep in mind:

- **Purpose of Event:** Other than vital event details like dates, times, location, etc., you need to know what your hope to achieve. Is it a fundraiser? Is it business or personal? (Check out our reunion and wedding planning checklists available at our website!) A marketing or educational event? Are you starting a new business? Or wanting to increase revenue?
- **Target Audience:** Identifying your target audience and their needs can guide your marketing efforts as well as your event planning. How will you meet their needs? How will your event stand out from the competition?
- **Event Benefits and Value:** Once you determine what your audience needs, you can identify the speakers, entertainment, activities, and messaging that will be most effective. Does your event offer a unique value proposition that potential attendees won't want to miss?
- **Event Marketing:** Outline all of the marketing strategies you will employ to promote your event, and create a timeline for each phase of marketing. Again, our other planners have timelines that may help with this objective.
- **Budget:** Estimate all your costs and income as you plan your event.
- **Post Event Evaluation:** This is the final step and very important. You need to determine the effectiveness of your event in order to plan for the future.