

How to Plan an Event

Are you new to event planning? Were you just tasked with setting up an event and have no idea where to start?

Well, you have come to the right place.

Event planning seems like a job that would be a lot of fun to do. But, executing an event can be a difficult and complex task which can be influenced by a multitude of factors. Whether it's a small scale or a major event, the process followed to plan and manage the event will directly influence the success of an event.

“Planning without action is *futile*, Action without Planning is *fatal*”.

- Cornelius Fichtner

No matter what your experience level is – We are here to help you simplify the event planning and provide a high level of comfort in the process of planning an event and making informed decisions about the details of your event!

We provide you with useful tips that can aid an unexperienced person to someone tasked with planning an event at the last minute.

Whatever the event is, start with What, Who, Where, When and How questions which makes it simple and easy for you to plan and execute an event in a successful way.

Let's dive into What, Who, When, Where and How of an Event Planning

WHAT are the Goals & Objectives of your Event?

Having a very clear set of goals and objectives for your event critical for a host of reasons. It is essential that the goals and objectives of your event are defined to maximise positive benefits arising from the event.

Event goals define the purpose of your event and are the big reason why your event exists and your objectives are the roadmap to achieving those goals and should be written in detail, defining narrow, measurable, and tangible results your event will produce.

Here is a simple way to define your goals and set the objectives of your event.

Define the Goals of your Event

Why are you hosting the event?

Why do you invite the attendees?

What do you want to convey to the audience?

What outcomes do you expect from the event?

Set SMART Objectives for your event

List out your objectives with the SMART Acronym that makes you easy to plan and prioritize your them.

Specific:

Specify your objectives with a focus on the outcomes of your event. Limiting your objectives to a specific niche and target audience helps you to achieve better results.

Measurable:

The success of your event can only be seen with measurable outcomes rather than vague predictions. This can be anything that can give a specific quantitative or qualitative evaluation like the number of registrations, the number of attendees you expect to attend the event, Return on Investment (ROI) estimation.

Attainable:

Set realistic goals that are feasible and that can be accomplished. Don't let yourself go into illusionary things that are impossible to achieve.

Relevant:

Your objectives should not only reflect the interests and expectations of your target audience but also relevant to each of the goals you set. Figuring out the relevant objectives, you will be able to easily spot what is important and what can be left out.

Time-based:

Create a detailed timeline and prioritize the objectives from the beginning to the end of the event period. Goals aligned with the deadlines are easy to measure and control the outcomes.

Who will Your Target Market Be?

In event planning, you need to know who your target audience is. Whether it's a business conference, or a promotional event or a celebration, focusing on one niche will ensure you to give full attention and develop the necessary skills to plan and execute a successful event.

When Where and How?

Create your own Event Budget

The first step to creating your event budget is to figure out each part of your event that could potentially incur a cost. For this, you need to define the focus areas of your event. This will help you prioritize your spending and invest in what really matters.

Use a spreadsheet to list out all the specific items and add expected and the actual expenses in your event budget so that, you can see if you are over-budget and make informed decisions.

Set the Date & Book the Venue

Set the date of your event based on the availability of the key participants to your event like speakers, guests, stakeholders and ensure the availability of the dates of attendees.

Once you have a good understanding of your budget and estimated event size, it's the time to begin your search for a venue. The date of the event, logistics, and attendees' pleasant experiences ... all are partly affected by the venue you select.

The main factors you need to consider while searching for a venue are location and capacity of the venue, services and amenities you need for your event, ambience, accessibility, cost and flexibility on the event date.

Organise a Right Event Team

Teamwork makes the dream work. A great team definitely makes all the difference. This is especially true when planning an event. The cornerstone of a successful event is a good event planning team where everyone has a role to play and eagerly contributes to the success of the event.

Great teams don't just happen. You need to put strong efforts into finding the right combination of skills and personalities. The approach of one-size-fits-all doesn't work in event planning teams i.e., what works for one event might not work for another event. The key is to understand the scope of the event and put the right people in place who can get results.

Brand your Event

This is the most important task of event planning that decides whether your event is going to be successful or not. The key to running a successful event is having the right creative content and choosing a timely and compelling theme that can generate a buzz for your event and makes your event standout among others.

To make an event memorable, create a short tagline that describes your event and design a logo to represent your event that can effectively brand your event.

Everyone expects their events to go viral. Create a hashtag and use social media to publicize and make your brand stronger and your event successful.

Brand awareness is what makes your event recognizable. In fact, one of the main purposes of branding is to attract a bigger crowd to your event, that sets you apart from the crowd.

Identify and Establish Partnerships & Sponsors

Sponsorship is the key to powerful marketing for many events. Having one or more event sponsors can open opportunities to increase brand awareness and brand image of your event and eventually sales.

Not every event needs sponsorship to be successful. It helps you when your event is brand new or your brand needs to build its image. Having sponsorships from established companies in your field is the best kind of testimonial. It shows they support what you're doing which really helps influence people to register.

Conclusion:

To sum up, the planning process is one of the most important aspects of successful event management. The more robust is your plan, the smoother is the journey to success. These tips help you get started in the initial stages of event planning.

Staying calm, focused, and flexible are the principal attributes that make your dream into reality.