

How to Plan a Successful Event

Conference and Event Services
2019

The 5 W's of Event Planning

- **WHY** are you organizing this event? (Goals)
- **WHAT** is your budget?
- **WHO** is your audience?
- **WHERE** do you want to hold your event?
- **WHEN** is the best time to hold your event?



Select a Date & Venue

- Give yourself enough time to plan. Special events require extra planning
- Determine the date(s) you would like to host your event
- Check dates with speakers, presenters and VIP guests
- Tour prospective venues
- Secure date and space with a signed contract



Create a Master Plan

Include all aspects of your event

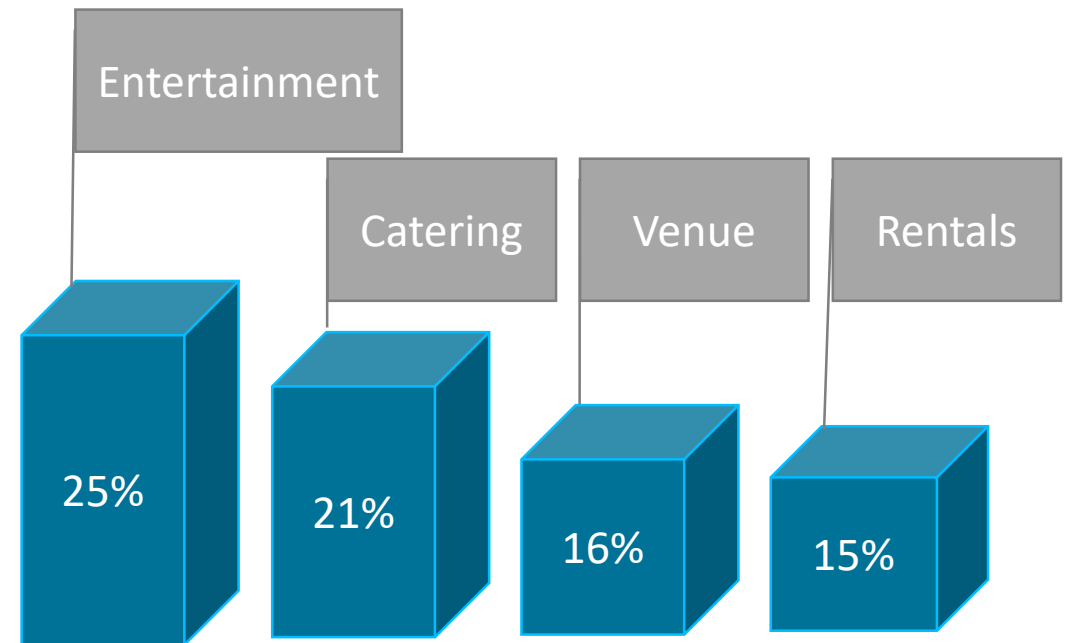
- **Venue**
 - Room set-up
 - Catering
 - Audio-Visual
 - Agenda
- **Speakers | Presenters**
 - Lodging
 - Transportation (air & ground)
 - Fees
- **Marketing**
 - Promotional materials
 - Online/Offline
 - Event calendars
 - Invites
 - Printed programs
 - Social media
 - signage
- **Registration**
 - Online sign-up
 - Payment
- **Volunteers**
 - List of volunteers and assignments
 - Check-in



Determine Your Budget

Include estimates for all key items identified in your Master Plan

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 - Room set-up
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 - Printed programs
 - Social media
 - signage
- **Entertainment**
- **Any other consumable**
 - Linen
 - Centerpieces



Assign (divide) and Conquer

Someone to coordinate:

- The Event
- The Speakers
- The Entertainment
- Marketing
- Sponsor Organizations
- Event Volunteers



Marketing the Event



- Develop title/name of the event
- How is the event different from others
- What are you hoping to convey to participants
- Create a tagline/slogan that describes the event
- Logo that represents the event
- Create invitation
- Submit request to marketing to create promotional materials, post-cards, invites

Identify Sponsors & Establish Relationships



- Look for someone to sponsor any portion of the event, including catering, door prizes, silent auction items, centerpieces, gift bags, etc.
- Partner with community organizations who may be able to assist with a venue, organizing the event, providing volunteers for registration, or any other functions with the event.

Administrative Process

Determine how you are going to track:

- Planning of event
- Registration (invitations, online/offline)
- Budget
- Guest list
- Speakers
- Sponsors

Helpful Hint: *Create an excel sheet and enter information with time lines and any other information you will need to track your information from start to finish.*



Event Planning Cycle

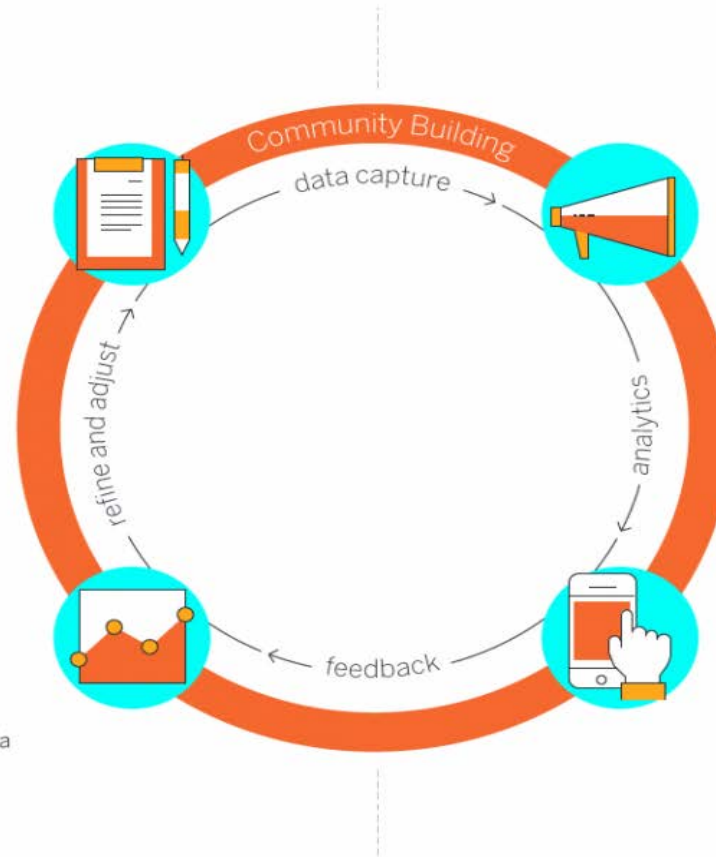
Planning

- Market research
- Written plan
- Finalise budget
- Venue selection
- Vendor selection
- Secure sponsorship

Post-Event

- Event breakdown
- Reconcile budgets
- Thank you to everyone involved
- Share highlights & media
- Survey
- Analytics
- Wash-up meeting

Eventbrite



Promotion

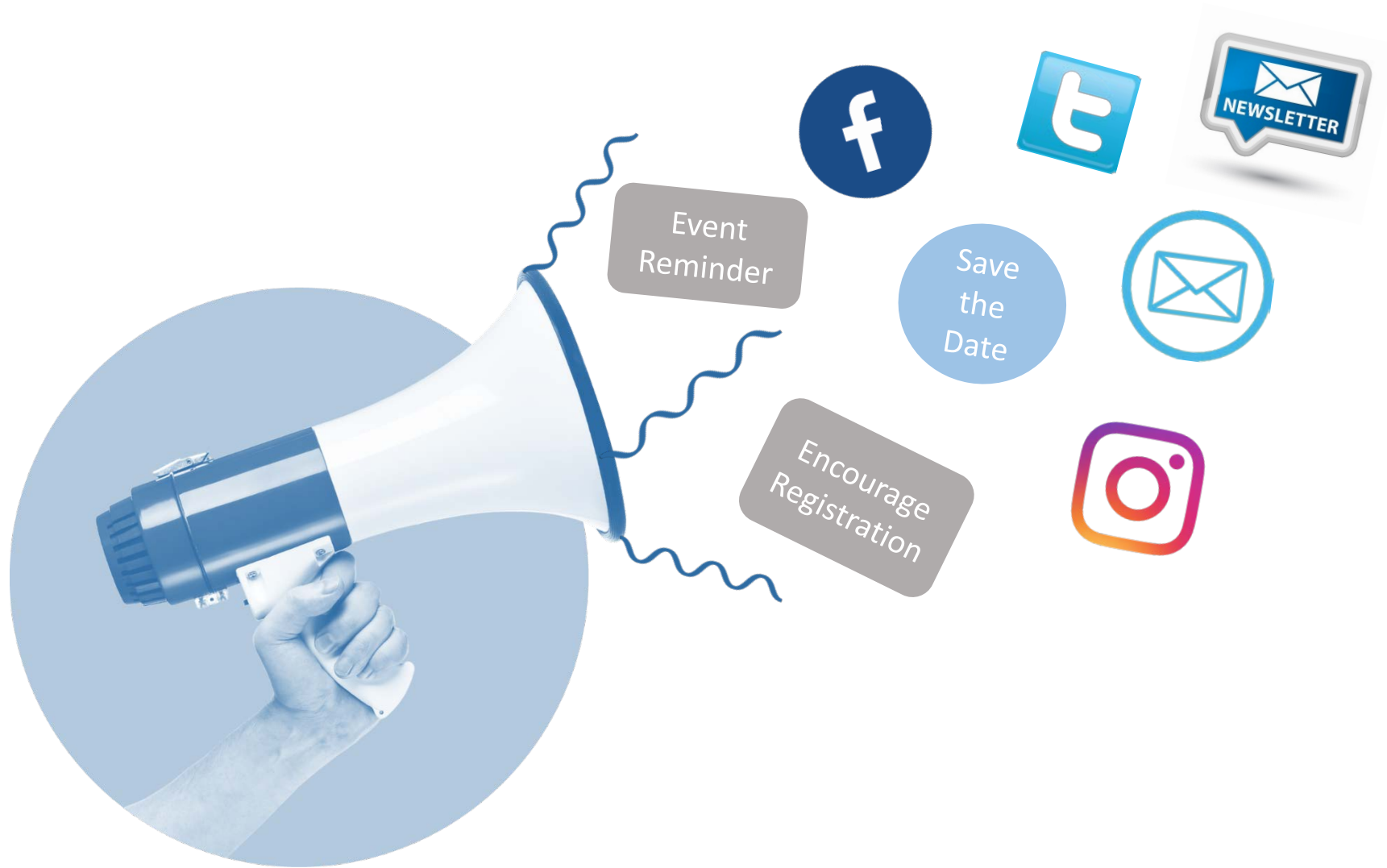
Email	PR
Social media	Discounts
Partnerships	Blog
Word of Mouth	Direct mail
Advertising	Eventbrite
SEO	

At-Event

- Smooth entry management
- Deliver the planned experience
- Capture and share highlights
- Experience your own event
- Note what works and what doesn't

www.eventbrite.co.uk

Event Promotion



Evaluations

Determine event success

- Number of Attendees
- Money Raised
- Catering Feedback
- Appropriateness of Space Set-up
- Presentation



Collaboration is Key

At Columbus State Community College, we rely on the support and collaboration of other departments to make your event a success. Receiving your information in a timely manner will ensure that all areas have time to discuss, schedule, and prepare for your event. These departments include, but are not limited to:

Facilities, Campus Police, Parking, IT, Marketing, and Central Scheduling



Our Mission

Our Conference and Event Services team aspires to cultivate community partnerships by providing superior meeting facilities for programs, business seminars and conferences that support and enhance the economic activity of both the Columbus State Community College and local community.

Our Staff is dedicated to the highest level of friendly, efficient and professional customer service.