

# Planning Pointers for a Great Event

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*With so many things to keep in mind when planning an event, it can sometimes seem insurmountable. Yet, when you have the right tactics in tow, planning a great event is not only possible, it can be enjoyable too.*

*These five planning tips will help guide your arrangements toward an event that is sure to be a hit.*

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## 1. Make a plan

Your first step should be to clarify why you are holding the event. Once you determine the purpose, set the goals and budget. With these elements defined, it is easier to extract all the details needed to achieve your aim and layout a timeline of the steps to get there.

## 2. Get people excited

Attitude is everything in event planning. The moods of the hosts, speakers and attendees make the difference. Use the invitation and other correspondence to attract, intrigue and excite guests. Generate buzz. Create a publicity plan, when applicable, and contact appropriate media to alert them of photo and/or interview opportunities.

## 3. Plan for the worst

Think ahead and test things. Scout the location beforehand, check all the equipment, confirm reservations, send a reminder to attendees and taste the punch. One of the best things you can do when planning a successful event is presume that nothing will go as planned.

## 4. Expect the best

Pay attention to the details and the intended experience. Sufficient parking, proper lighting, appropriate thanks, comfortable seating, a clear view of the speaker, and chocolates on the chairs are just a few of the accents that distinguish a good event from a great one. These “little” things add up to make a big difference in making your event a hit.



## 5. Unwind

Evaluating the event while the details are still fresh is essential. Provide a questionnaire to attendees, and write down any pluses, minuses and insights of your own. Express your appreciation to all parties involved and, as a final touch, send a picture, program or note to those who could not attend. After the clean up and lock down is complete, kick up your feet and congratulate yourself on a job well done.