

# EVENT PLANNING TIPS

## STEPS TO SUCCESS

- 1 Plan:** Thoughtful preparation is the cornerstone of a successful event. Start planning early and set clear goals. Identify people who can help with planning, including volunteers and vendors. Meet regularly with your planning team and keep track of major decisions and action items.
- 2 Partner:** Join forces with others in your community. Partners can often provide in-kind services, volunteers, and materials. They may also have connections to speakers and media contacts who are interested in participating. Partners are also the best way to expand your reach online.
- 3 Promote:** Develop a publicity plan to promote your event. Identify a spokesperson, create a press release, and contact local media outlets. Use traditional strategies, like posting flyers, as well as new media and your website.
- 4 Produce:** Use a space large enough to accommodate your group. Make sure it is easy for everyone to access. Bring ample supplies and resources (see sample checklist below). For large events, ask coordinators and volunteers to wear matching shirts or dress in the same color.
- 5 Publish:** Share any media or news coverage of your event with everyone who helped you. Post a summary of the event coverage on your website and highlight key aspects on your social media. Remember to include photos. They gain traction for your posts and those who attended will appreciate them.

## Event Checklist

Early in your planning process, start a checklist to help you prepare. Think carefully about the goods, people, and materials you might need. Allow plenty of time to order supplies. Here is a sample checklist to get you started:

- Refreshments (consider asking a local business to donate snacks)
- Public address (PA) system/microphone
- Other equipment, such as a laptop and projector for presentations
- Adequate seating
- Pens and notepads
- Registration material, such as name badges
- Featured presenters and speakers
- Handouts, brochures, and similar material
- Decorations and giveaways
- Transportation or related information for participants
- Inclement weather plan (if you intend to hold your event outdoors)