

## Tips for planning a successful event

When planning an event there are several questions you should ask yourself in order to ensure the desired outcome is reached:

- ✦ Identify the rationale and purpose of the event:

Why is it being held?

Is there a specific purpose or outcome you are looking for?

Who should attend and why?

When and where should the event be held?

- ✦ Develop marketing objectives:

How will you reach your target market?

What mediums should be used?

Does the event need a theme or image?

- ✦ Ensure planning time and budget proposals are realistic and feasible. It is advised to always have a contingency plan for these areas in case unseen circumstances arise.
- ✦ Encourage all staff and individuals involved to get behind all marketing and other work aspects to ensure the success of the event.
- ✦ If the event gets too big, or you are unable to dedicate to it the time it requires, contact a professional company who can assist with planning and running the event.