

COUNCIL LEADER EDUCATION SERIES

Program

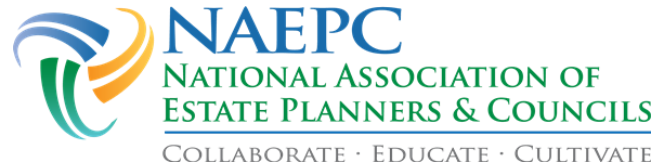
Event Planning 101

Live Date

Monday, July 18, 2022

PROGRAM WORKSHEET

PLANNING	MANAGING EXPENSES	MARKETING & PROMOTION
<ul style="list-style-type: none"> Identify and compare locations Create the budget Select location Venue commitments in writing Be realistic with attendance expectations Plan to be unique Understand set-up terms (classroom style, theatre, banquet, etc) 	<ul style="list-style-type: none"> Leverage relationships & repeat business at preferred venue Shop around Negotiate Understand contract Guarantee wisely Be creative with meal and beverage selections – you don’t have to choose from the menu! Electronic vs printed materials Reusable signage 	<ul style="list-style-type: none"> Announce events early and often Be complete and clear with meeting information – <i>don’t make it hard to attend</i> Don’t assume your email has been read Encourage guests Personal outreach Social media outlets
PRE-EVENT PREPARATION	ON-SITE BASICS	ATTENDEE ENGAGEMENT
<ul style="list-style-type: none"> Monitor registration; adjust promotional schedule if necessary Calendar deadlines and activities Communicate needs to the venue <i>completely, clearly, and on time</i> Create a checklist(s) Keep supplies on-hand Create a follow up plan for guests related to membership recruitment “Know Before You Go” message 	<ul style="list-style-type: none"> Arrive early and connect with on-site contact Locate meeting location, restrooms, emergency exits, coat check Check set-up and AV – correct deficits 1st thing Set up registration and be ready at least 15 minutes prior to published time Safety check Prepare for walk-ins 	<ul style="list-style-type: none"> Board member = ambassador Plan activities that get attendees talking to one another Assign seats or do “fishbowl” assignments Include social time Recognize people: the board, new members, guests, members in the news Create opportunities for members to get to know one another outside of the event



BASIC EVENT LINGO

Attrition · A reduction or decrease in number, size, or strength. This term is often used to identify the percentage of rooms that must be filled in order to avoid paying a penalty.

A/V · Audio-visual equipment used to enhance sound or sight.

Banquet Captain or Captain · The lead person or persons charged with overseeing food service.

Banquet Event Order · A document that outlines all logistics and instructions a venue needs to successfully execute an event. It details the timing of the event, space or room setup, menu selections, audio visual requirements, and how the event will be run. This document can sometimes be called a “Program Execution Order” or simply “Event Order”.

Consumption · A term used to describe a method of billing where the host pays by the actual number of items consumed, rather than by a per-person fee. It often provides cost-savings to the host and is commonly used for things like water and soda, alcohol, whole fruit, bagged snacks, etc. *Caution for a consumption bar: ask the venue to track consumption based on the number drinks served, not the amount poured, which is commonly referred to as “pointing” bottles.*

Estimate · A reasonable expectation of the number of attendees you will have at the event.

Force Majeure · Unforeseeable circumstances that prevent someone from fulfilling a contract.

Guarantee · Your final number of guests and the number you will pay for, often due 3 – 5 days prior to arrival. Some venues will automatically prepare for a certain percentage over this number.

Overset · Number of place settings above a guarantee.

For a more comprehensive list of event-related terms and definitions, visit <https://convene.com/catalyst/resources/event-planning-glossary/>.

OTHER IDEAS & NOTES

PEOPLE OR COUNCILS I’D LIKE TO FOLLOW UP WITH

MY FAVORITE IDEA OF THE DAY
