Top 10 Tips to Plan a Stellar Event

...How to make your event shine & how this improves your business
Tip #1 – Know your Objective

- If the event is a corporate XMAS Party, then know who is the target market?
- Is it for their employees or clients or suppliers?
- Has the company established a theme for the event?
- What is the budget?
Tip #2 – Align all Elements to the Theme

• The theme defines the event!

• Helps you with design of all the marketing materials, content, décor

• Stick to the theme – the event becomes more memorable and people will be eager to return and see what your new theme is!
Tip #3: Ask for Help

• Set up an events committee

• Get input on where to host the event, recommendations for speakers and format

• Reach out to the local Tourism Department for out of town events

• Resort Sales can refer you to their recreation expert who can suggest team building activities, spousal programs etc.
Tip #4: Make it fun

- Team building (sushi making, boat building)
- EventMobi App
- Contests
- Meet outdoors or in cool off-site venues
Tip #5: Content, Content, Content

• Make sure the content aligns with the theme

• Speaker selection becomes easier as some are ruled out if their subject matter expertise does not “fit” with the theme

• Decide whether the content will be available on-line or in hard copy
Tip #6: Consistent Promotion is Key

- Establish a marketing plan comprised of traditional and social media strategies
- Your budget will determine how much you can do
- As elements fall into place, announce them. This augments excitement for the event and influences people to register!
Tip #7: The Devil is in the Details

- With any event, there are lots of moving parts
- Get everything in writing (speaker, vendor agreements, venue promises)
- Ensure that you meet all sponsor activations
Tip 8: How to ensure Event Day Goes Smoothly

• Get lots of sleep the night before
• Ask your team to arrive early to the site
• Be free to troubleshoot any unexpected issues
• Thank everyone involved and reward your team
Tip #9: Debrief

- Feedback from your team will provide input on what went well and what needs improvement.
- Analyze delegate evaluation results.
- Ensure all feedback is captured in writing.
Tip #10: Event Success → Increases Business

- Vendor and sponsor satisfaction will lead to more solid relationships and desire to partner with you again.

- Delegate satisfaction with your event will increase the likelihood that they will attend the next time.

- A well executed event reflects well on the organizers which may lead to a promotion within the company or a new client.
"Women are always saying, 'We can do anything that men can do' but men should be saying, 'We can do anything that women can do.'"

— Gloria Steinem