

Anatomy of an Event

Tips to Help Ensure Your Success

Sturdy Bones:

- Identify Purpose and End Goals
- Determine Who, How, Date, Time & Location
- Prepare a Budget
- Get Yourself Organized

When you know what you want to do, it's easier to do it...

Strong Muscles:

- Build Your Team (Delegate!)
- Think Through Logistics and Identify Your Tasks
- Develop a Timeline for Target Dates and Deadlines
- Determine Assignments, Expectations and Accountability

Don't try to do all the heavy lifting alone...

Good Circulation – Getting the Message Out

- Target Your Audience
- Develop a Plan for Social Media and Advertising
- Reflect Harmony in Your “Look and Feel”
- Proof Carefully all Written Communication and Printed Materials

It doesn't matter how good your event is if no one knows about it...

An Extra Layer – Planning for Contingencies

- Expect Some “Hiccups”
- Identify and Work Through “what if” Scenarios – Have a Plan “B”
- Volunteers vs. Professionals
- Have Checklists, Contact Lists and Extra Supplies

If ye are prepared ye shall not fear...

Final Packaging

- Substance is Paramount but Packaging Matters!
- Keep it Professional
- Remember Who We Are Representing
- Leave Yourself Available for Troubleshooting

Better small or simple and well done than huge and a mess...

Post Event Check Up

- Thank You's
- Timely Evaluation and Debriefing Reports
- Financial Reconciliation
- Social Media Follow-Up

Gratitude is the coin of the realm...

Tools and Resources

- ChapterPedia
 - Worksheets
 - Check Lists
 - Timelines
 - "Best Practices"

No need to reinvent the wheel...