

Very Simple Event Planning Guide

from: Paul Cook of [Planet Planit](#)

This quick 12 point guide will help you make sure you are on the right track for a successful event.

- 1. Event Vision** - why are we putting this event on, what are our key objectives, will we know when we have reached there?
- 2. Budgets and Resources** - How much money and people do we have?
- 3. Date and venue** - Dates impact availability and pricing
- 4. Book date and venue** - check for other event industry clashes
- 5. Book speakers and entertainment** - make sure your delegates will not be dissapointed.
- 6. Begin marketing and PR** - Start now at the very latest, you can begin this process as soon as you are aware that your event will go ahead
- 7. Buy insurance, check licensing requirements and obtain approvals** - Make sure you comply with the legal side of things
- 8. Keep marketing and selling** - sounds obvious, keep the energy going
- 9. Issue delegate/sponsors/speakers information packs** - How else will they know where to go
- 10. Deliver event** - This is your showtime - keep calm at all times
- 11. Send out your press releases** - Too many events do not make the most of the publicity available.
- 12. Evaluate event and determine whether vision was met and budget achieved** - Did it all work well, what have you learned for the next event

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