

Event Planning Tips of the Trade



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Overview

- Goals
- Budget/Timeline
- Hotels
- Catering
- Fundraisers
- Details – insurance, etc.
- Registration
- Giveaways
- Media
- Marketing/Publicity
- Evaluations/Future Planning



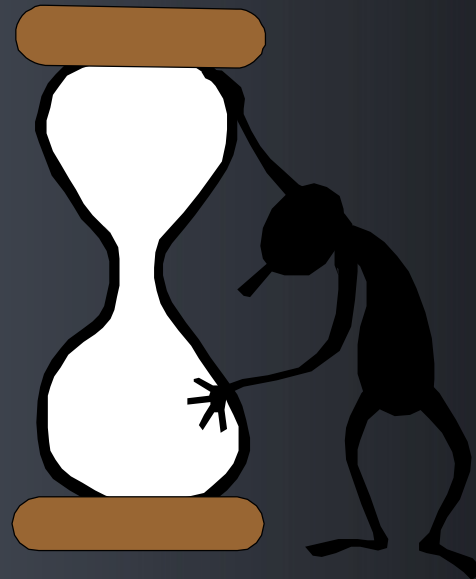
Goals for the Event

- Educational
- Profitable
- Marketing
- Recruitment
- Fun
- Networking
- All of the above...

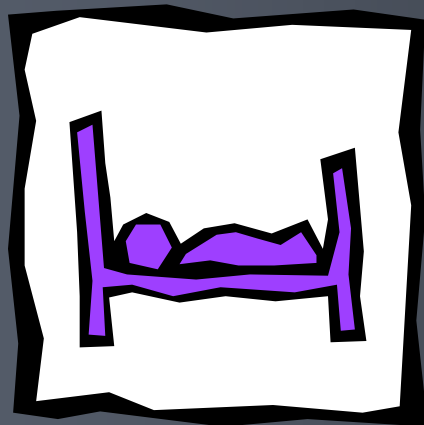


Budget and Timeline

- Set a realistic budget of income and expenses
- Schedule of events
- Create a timeline at least one year before the event



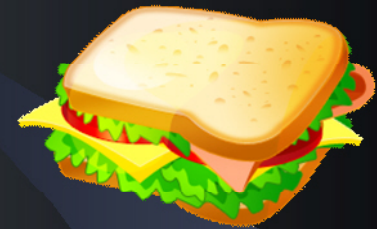
Hotel Contracts



- No minimums
- Able to extend room deadline
- Same price for up to four in a room
- Attrition clauses
- Free meeting space
- Fees
- Free room nights
- Points

Catering – Feed the Masses!

- Hotel provides
- Concessions
- Self prepare/buy
- BYOB



Fundraising

- Raffles
- Silent Auctions
- Donations 501(c)3
- Grants
- Registration Fees
- Horse Sales
- Tack Swaps
- Fun events



Working on a Budget

- Convention and Visitors Bureau services
- Trades and In Kind donations
- P&L – Budget vs. Actual

- Break out into small groups to work on the project.

Details, Details, Details.....



- Event insurance
- Transportation of attendees
- Classes at show
- Speakers
- Sessions
- Roundtables
- Panels

Registration

- In person
- Website
- Mail/Email
- Early Bird discount
- Before or At the Event



Giveaways



- Your Products
- Sponsor Products
- Promotional Items
 - Key chains
 - Pens
 - Tote bags
 - Coasters
 - Hoof pick

Media

- Local newspapers
- Local CVB
- Magazines
- Radio
- TV
- Video



Marketing/Publicity



- Press Releases
- Free Event Calendar Listings online and print
- Mailings
- Social Networking
 - Facebook
 - Twitter
 - YouTube

Evaluations/Future Planning

- Free Registration
- Written Evaluation forms
- Online survey to attendees after event
- Do's and Don't's for next year



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Thank you!

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