

Planning for an event can be fun but challenging. The fun part is gathering all the ideas in a brainstorming session and thinking outside the box.

The challenging part is putting all the pieces together so your event runs smoothly and you can participate with your guests.

The upfront planning and anticipating the “what ifs” will make your event a success. You can’t always control everything but the more planning you do the less likely you will be surprised.



What do I need to know to plan a successful event?

AVON CHAMBER OF COMMERCE

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What is the purpose of the event?

- Social?
- Networking?
- Educational?
- Fundraising?

When will the event take place?

- Is it a day time or evening event?
- The time of year will determine if you need an alternate date in the event of a weather issue.

Where is the event taking place?

- How many you are planning for will determine the size of the venue
- Is there a cost for the venue? What is the fee? Any deposit required?
- Is it easily accessible to those attending—geographically? Handicapped access?
- Are there any insurance requirements?
- Any special services needed such as an electrician for extra lights or sound system?

What are you offering?

- **Food**
 - Appetizers? Finger food or full meal? Dessert?
 - Who is providing the food? If volunteers, do they know how much to bring and are there choices so there isn't an

- **Beverages**

- Alcoholic and/or non alcoholic
- Who will provide the beverages?
- How much do you need?

- **Entertainment/Speakers**

- What type of music?
- How will the volume be controlled so people can still talk?
- If there are speakers or a planned program, who will participate? How long do they have to speak?
- Do you need a microphone?

Establish the key dates on your timeline

- Lock in date of event
- Select committee members and chair
- Get firm commitments for venue, entertainment, speakers, donations, beneficiary, etc.
- Timing of promotion/publicity
- Invitations designed, printed and sent
- RSVP date and to whom
- Orders placed for food and beverages, prizes, awards, giveaways, etc.
- What has to be done and who is assigned to do it
 - One week before
 - One day before
 - The day of

What are the responsibilities of the committee?

- Set and stick to the budget
 - What funds are available for the event?
 - Will there be any charges? If so, how much? Who will keep track of the money?
 - If a fundraiser, how much will go to the beneficiary organization?
 - Giveaways or prizes?
 - Food, beverages and supplies
 - Cost of promotion, publicity and invitations including postage
 - Cost of photographer, entertainment, speakers, etc.
- Publicize the event:
 - Promotional materials—how will they be displayed?
 - Will there be a press release?
 - Primary contact person
- Invite people to the event and keep track of RSVPs and receipts, if any
- Set up and clean up:
 - Theme for decorations and supplies (e.g., paper goods)
 - Organize enough help for the event to set up, manage and clean up at the end