

Planning Special Events: Blueprint For Success

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A special event is a one-time event focused on a specific purpose such as a groundbreaking, grand opening, or other significant occasion. These one time special events are different from programs offered on a continuing basis. The following steps are offered to help guide your event planning:

1. Develop strategies for success

- * Ensure that the LBC fully supports the special event. Select a working committee with broad representation.
- * Target groups that have a special stake in the event such as boxers, coaches, officials, administrators, parents, and politicians.
- * Start planning at least three months to a year ahead of time.
- * Develop ways to evaluate the event's success. Measurable event objectives may include attendance, the amount of money raised, the number of new boxers and non-athletes registered.
- * Talk to others who have successfully staged similar events.

2. Make a checklist

A checklist provides a step-by-step guide to organizing and executing the event.

3. Create a budget

The objective is to provide event planners with a financial blueprint. The budget should be specific, and include revenue opportunities (sponsorship, ticket sales, donations, concession sales) as well as expenses (printing, permits, insurance, speakers, food, supplies, security).

4. Consider logistics

There are many details to be checked. Major areas to consider and plan for include: size of space or building used, utility support needed, setup (tables and chairs, parking, signage), coordination, cleanup, emergency plans, transportation, and public services such as police and ambulance.

5. Plan publicity

Promoting a special event takes creative thinking balanced with practicality. The primary objective is to publicize the event, but secondary objectives should be considered.

- * Are you trying to inform, educate or entertain?
- * Build a base support from a specific audience?
- * Facilitate good community relations?

Brainstorm all the available media including marquees, school newsletters, church announcements, and cable and commercial stations. Make a detailed list with names of whom to contact and when.

6. Evaluate the event

Take time to evaluate right after the event while the details are fresh. Some general evaluative criteria:

- * Did the event fulfill its goals and objectives? Why or why not? * Was the event well attended?
- * Identify what worked and what needs fine-tuning. * What items were missing on the checklist?
- * Was informal and formal feedback about the event positive?

Finally, it's important to remember to celebrate your successes and to thank all those who contributed.