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EVENT PLANNING & MANAGEMENT

**How to Create a Wildly Successful
Offline or Online Event**

Module 3

Creating Your **DREAM TEAM**



STEP 6: Creating a Dream Team

- ▶ Why use a team?
 - ▶ Divides responsibilities
 - ▶ Decreases stress
 - ▶ Keys to using a team successfully
 - ▶ Give up some control of certain tasks
 - ▶ Develop project management strategy
 - ▶ Develop strong communication
 - ▶ Need a budget to pay for extra help
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Outsourcing & Delegating

- ▶ Answer these questions to determine if you need help planning
 1. How big or complex is your event?
 2. Can you afford help?
 3. Are you the best person to perform each task?
 4. Do you have enough time to do all the planning?
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Tasks & Positions You Might Need

- ▶ Publicity
 - ▶ Advertising
 - ▶ Finance
 - ▶ Social media manager
 - ▶ Personal assistant
 - ▶ Rentals
 - ▶ Equipment
 - ▶ Catering
 - ▶ Graphic/web design
 - ▶ Printing
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Using Existing Staff

- ▶ Will they be able to do their regular work in addition to event planning?
 - ▶ Is there one key person who can handle it?
 - ▶ Outline exactly what you need them to do
 - ▶ Deadlines for each planning step
 - ▶ How often you will check in for status update
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Using Outsource Contractors

- ▶ Freelance contractors specialize in certain tasks
 - ▶ But they are not emotionally invested in your success
 - ▶ Success depends on 3 things:
 - ▶ Contractor has proven skills
 - ▶ Checking all references
 - ▶ How well you work together
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Using Volunteers

- ▶ Appoint a volunteer coordinator if you have mass numbers of volunteers
 - ▶ Advantages:
 - ▶ No payment
 - ▶ They believe in your event so are enthusiastic
 - ▶ Disadvantage:
 - ▶ Must be flexible with their schedules
 - ▶ You can't demand more time
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Why Do People Volunteer?

- ▶ To be needed
 - ▶ To feel important
 - ▶ A passionate interest
 - ▶ Chance to use skills in a rewarding way
 - ▶ Hope of future paid employment
 - ▶ Alleviating boredom
 - ▶ The need to be recognized
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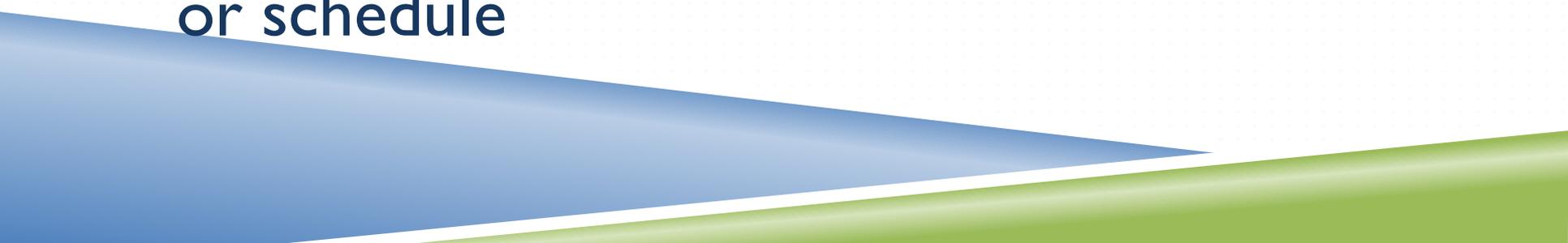
Ways to Thank Volunteers

- ▶ A dinner
 - ▶ Gift certificates or gifts
 - ▶ Public acknowledgement or praise
 - ▶ A recommendation
 - ▶ A personal letter
 - ▶ A job
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Communicating with Your Team

- ▶ Make sure each team member knows:
 - ▶ What task(s) they're responsible for
 - ▶ Who they report to
 - ▶ When work is due
 - ▶ When a status update is due
 - ▶ When deadlines fall
 - ▶ Who to ask for help or ask questions
 - ▶ What to do if running behind
 - ▶ How often you expect updates
 - ▶ Who the other team members are

Creating a Team Welcome Package

- ▶ Especially important if your team is working together
 - ▶ Include a photo of each team member & short bio of what they are each responsible for
 - ▶ Include stylesheets, communication directory, expectations & guidelines, calendar or schedule
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Creating Successful Team Meetings

- ▶ Create a meeting agenda
 - ▶ Appoint a chairperson for the meeting if you're not available
 - ▶ Designate someone to take minutes or record the meeting
 - ▶ Send a copy of the minutes or recording to each person
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Interviewing Candidates

- ▶ Qualify your candidates
 - ▶ Let them know all the aspects of the job
- ▶ Check ALL references completely
- ▶ Present yourself & your org's culture
 - ▶ How does the candidate respond?
- ▶ Present your expectations & requirements clearly
- ▶ Know what you can be flexible about
- ▶ Be positive

End of Module #3

Next...

Tailoring Your Events

