

The Ultimate Guide to

# Event Planning

*UNFORGETTABLE*

**EVENTS**

**DON'T PLAN**

**IT SELF**

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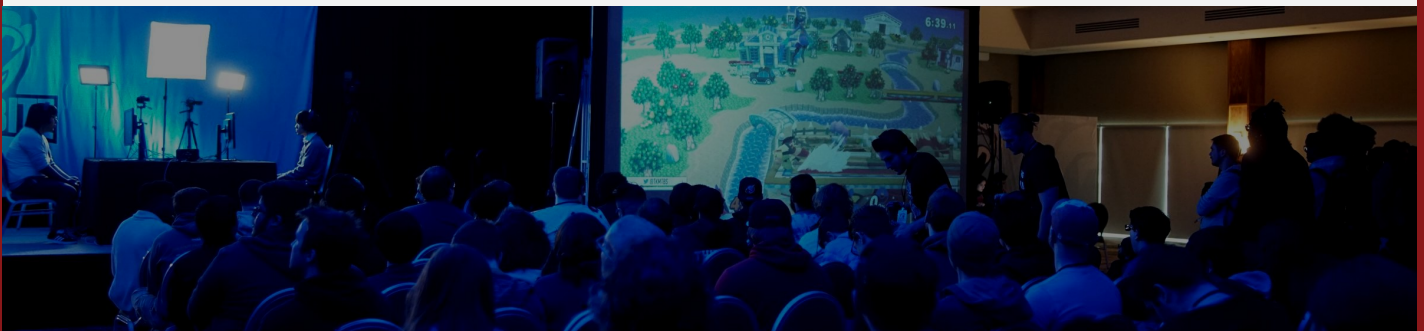
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## A message from Khailee

### Why do most events fail to hit their mark?

*According to Event Manager statistics, 63% of event planners say that failing to strategically plan and budget is the biggest challenge when creating a major event.*

Hosting a successful event requires careful planning, clear communication, and a dedication to excellence. To start, you should have a clear vision and goals for your event. This will help guide decisions about the theme, venue, and other important elements.

Working with experienced professionals, such as myself and the One Six team, can help bring your vision to life and ensure a seamless event experience. Communication is key, so make sure to communicate clearly with all vendors and stakeholders involved in the event.

Lastly, it's important to be flexible and adaptable during the planning process. Challenges can arise unexpectedly, so it's essential to be prepared to handle them with grace and creativity. By following these key steps, you can host a successful and unforgettable event.

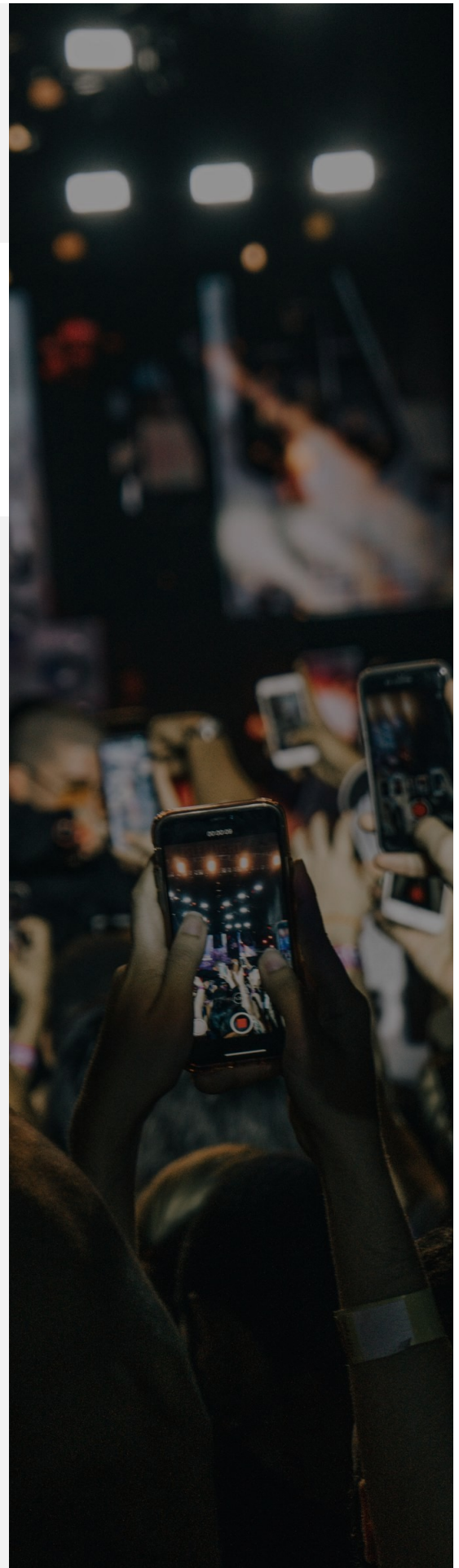


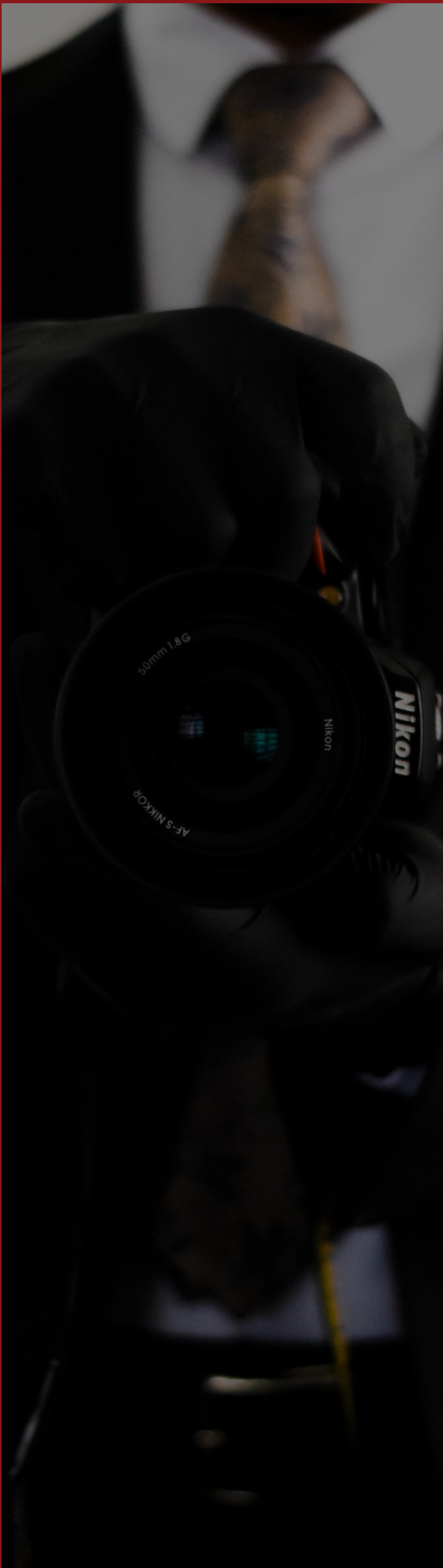
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*Khailee Monroe*

Owner of Marketing Snobz





# Introduction



It's important to consider advisors who have experiences that are compatible and relevant to you at your new level of achievement".

**- Darrell D. Miller**

Event planning is an essential aspect of the sports, entertainment and business industries, providing a platform for professional athletes, entertainers, and business owners to showcase their talent and products to their target audience.

At One Six Consulting, we understand the importance of a well-executed event and how it can help our clients build their brand and sustain their success beyond their 15 minutes of fame. In this e-book, we will be discussing the benefits of event planning for professional clients and how our team can assist in creating unforgettable experiences.

# Importance of **EVENT PLANNING**

Events are often planned to achieve specific goals and objectives, such as fundraising, networking, or celebrating a milestone. Event planning ensures that all aspects of the event are aligned with these goals and objectives, making it more likely that they will be achieved.

Planning an event involves managing resources such as time, money, and manpower. By creating a detailed plan, event planners can ensure that these resources are used effectively, avoiding wastage and reducing costs.

Event planning involves creating an experience that attendees will enjoy and remember. By considering all aspects of the event, from the venue to the catering to the entertainment, event planners can create an atmosphere that is both enjoyable and memorable.

Events can be unpredictable, and unexpected challenges can arise. Event planning involves identifying potential risks and creating contingency plans to mitigate them, ensuring that the event can proceed smoothly even in the face of challenges.

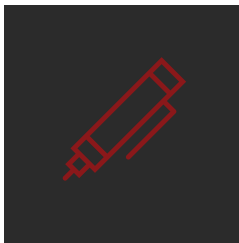
Events provide opportunities for networking and relationship-building. By planning events that are enjoyable and successful, event planners can help build positive relationships with attendees, vendors, and stakeholders, strengthening their business or personal connections.

## **Here are some reasons why event planning is important:**

- **Achieving event goals and objectives**
- **Effective use of resources**
- **Ensuring a positive attendee experience**
- **Mitigating risks and challenges**
- **Data Privacy**

# Setting Goals

**Setting goals is an important aspect of event planning. It provides focus and direction, helps with decision-making, provides a measure of success, motivates the team, and helps with budgeting. By setting clear, specific goals, event planners can ensure that their events are successful and achieve their intended purpose.**



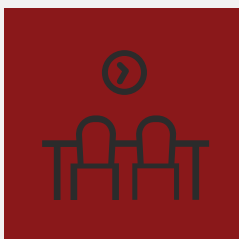
## **Determine The Primary Objective**

What is the primary objective of your event? Educate? Entertain? Generate Leads? Promote products or services? Spread Awareness?



## **Define The Appropriate Event Type**

Now, define the type and size of your event to achieve your primary objective. Consider how you want your audience to interact with you.



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# Budgeting for **your Event**

Establishing a budget is a crucial early step of event planning that helps to clarify many other aspects of your event.

Additionally, budgeting for your event enables you to avoid unwanted incidents in between.

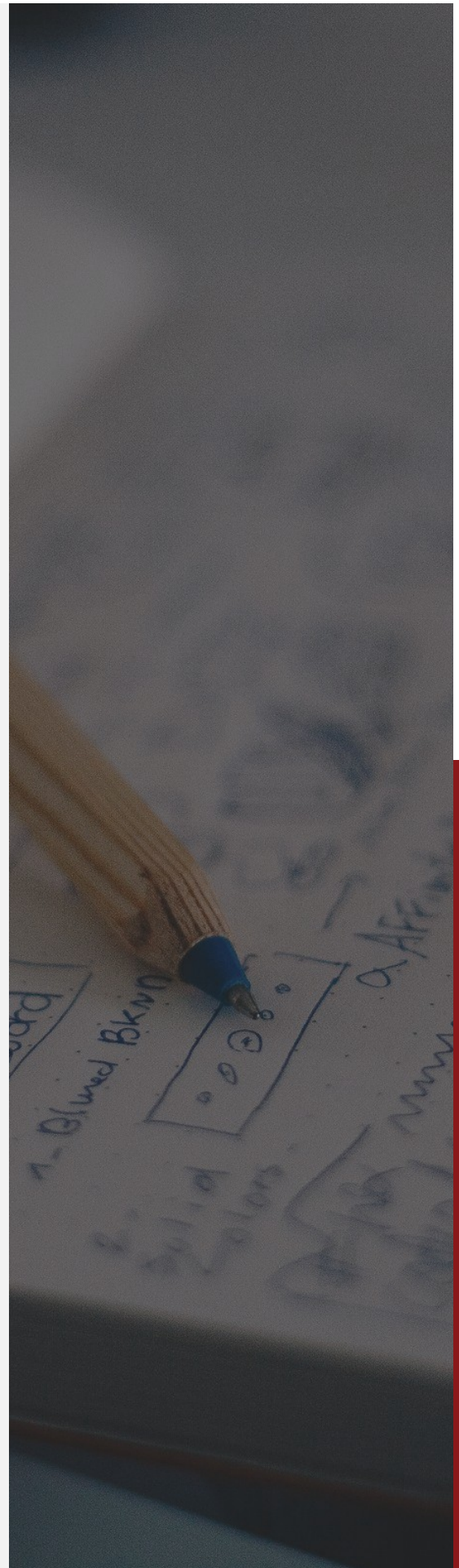
## **Create a High-Level Plan**

The high-level plan for your event should be in line with your event goals and objectives. You can categorize your spending like this:

- Venue
- Speaker
- Marketing
- Food & Beverage
- Event Tech Tools
- Transportation
- Decoration

## **Evaluate Past Events**

You might have organized similar events in the past. A great way to determine your event budget is by evaluating past events. For example, after assessing your past events.



# Build The Perfect Team

If you are organizing a small event, you might be able to handle many or even all the tasks yourself. However, you will definitely need a team for significant events. Here are the designated roles you can assign your group members.

## Project Manager

The project manager is responsible for overseeing all of the moving pieces and the execution of the project. From managing the budget to making high-level purchasing decisions.

## Information Manager

Manages all the information acquired through different sources. Maintains the database of the service providers, guests, sponsors, partners, clients, target audience and delegates.



## Marketing Lead

Your marketing lead team is responsible for executing event communications both online and offline. They handle social media posts, website content, emails, paid advertising, and more.

## Creative Designer

The creative designer will be responsible for all the visual components of your event: from social media to landing pages. They will work closely with the marketing lead to promote your event.

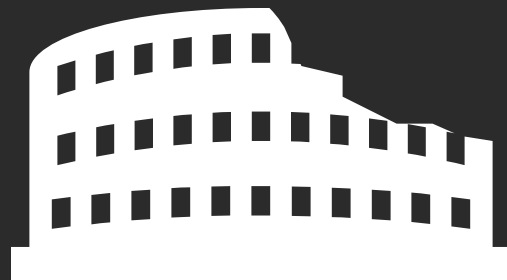




# Selecting The Venue

Your event venue is the primary consideration that will shape the rest of your event plan. So, you need to start searching the venue as early as possible. Here are the things to consider while selecting your venue:

- Budget
- Location
- On-Site Staff Availability
- Convenient Rest Rooms
- Parking Facilities
- Audio/Visual
- Food & Beverage
- Fire Control
- Emergency Response



# Marketing/Promoting Your Event

How will you attract the target audience to attend your event? For successful event planning, you will need a marketing and promotion plan. There are various ways to market your events, such as social media posts, brochures, banners, and many others.

## Email Marketing

Collect emails of your target audience and inform them about your event via emails. If you have a list of attendees from the previous events with similar interests, update them with the upcoming one.

## Social Media

In this digital world, no marketing or promotion plan is complete without social media. Love it or hate it, social media is where most people in the world spend time.



## YouTube

Create engaging video content related to your event, share upload them on YouTube. It might be an animated video, or the interviews of the speakers, anything that attract audience.

## Printable Materials

Printable marketing materials such as posters, brochures, flyers, banners, and many others are still one of the most effective marketing tools. Also, they are cost-effective.

# Choosing the right tools

Choosing the right event management tools can be overwhelming. Since you are working with a team of many professionals and your event has various moving parts, you need the tech tools to manage your event smoothly.

You will find endless tools or platforms that promise full logistical automation. You can choose any of them. But how do you choose the right one when there are so many options?.

## → **All In One Tool**

Look for a tool that will serve as a one-stop solution and keep your team together.

## → **Event Promotion**

A good event management tool comes with an event promotion feature.

## → **Cloud Storage**

Consider whether the tool offers cloud storage to access your information from anywhere.

## → **Data Privacy**

Your event management tool should always be compliant with the General Data Protection Regulation.

## → **User-Friendly Interface**

Look for software that has a user-friendly interface, making it easy to understand and navigate the tool.

## → **Excellent Customer Service**

You can not avoid technical errors that occur in these tools. So, look for a tool that has incredible customer service to ensure you get support whenever needed.



# Prepare for the Event

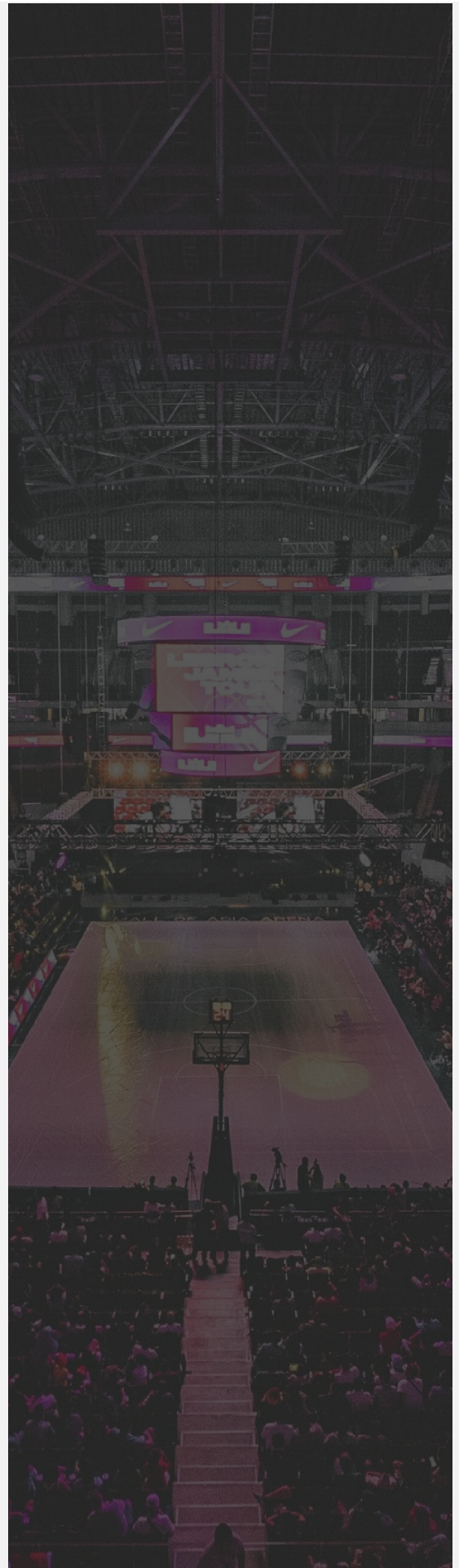
It's the day of your event! Your hard work is about to pay off. So, here are the things you should do on the event day.

## Prepare Yourself For The Day

- Wear Clean and Comfortable Clothes and Shoes
- Eat well and stay hydrated
- Print out a list of all contacts, including the guests'
- Print out the full event schedule

## Double Check Everything

- Contact all your vendors and ensure they show up on time with the product and services you ordered.
- Go through your checklist 30 mins before your event and make sure everyone is at their designated position.
- Once your event starts, check in with your vendors to make sure everything is on track.



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Track Results



Scheduled a 30 Minute Consultation to Discuss Options and Next Steps

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