

Event / Meeting Planning Thought Process

Defining Objectives

- Who are you reaching?
- What are your goals?

Program Planning

- Determine agenda
- What kind of resource people are needed?
- What type of audience participation is desired?
- What materials are needed to achieve it?

Preliminary Planning

- Budgeting: how much is it going to cost?
- Promotion: how are you going to attract attention?
- Site selection: is there a facility adequate to accomplish objectives?

Details

- Room arrangements
- Food and beverage
- Entertainment
- Audio Visual
- Registration
- Transportation
- Any supplementary activities?

Evaluation

- What do you want to learn from it?
- How to get it?