



# The 7 Steps to Conducting an Event



- 1. What is the overall primary goal?**
  - (a) Is it educational? Fund-raising? Organizational celebration builder?
  - (b) Choose the type of event
- 2. Recruit the planning committee.**
  - (a) Planning committee should be made up of staff, board members and volunteers.
  - (b) There should be at least two or more co-chairpersons to oversee the process. Decide if there should be subcommittees for program/promotion/fund-raising.
- 3. Create a master list and budget for each of the following areas.**
  - (a) Program. What are all the things that need to be done in order to hold the event?
  - (b) Promotion. What mediums will you use to promote the event in order to guarantee turnout? What will be the financial costs of conducting the event?
  - (c) Fund-raising. What will be the fund-raising plan in order to cover the costs or to raise money for the organization? Examples are ticket sales, raffle ticket sales, sponsors, ad book/program book, etc. How much will the fund-raising efforts cost?
- 4. Develop a time line.**
  - (a) It is important that the time line be realistic in order to allow for all of the time needed to carry out every task of the event.
- 5. Divide up and assign work.**
  - (a) Assign the task to subcommittee or individuals. When you assign a task to someone with no event experience, it is better to assign it to a three person team in order to guarantee that it happens.
- 6. Carry out all tasks and hold **EVENT**.**
- 7. Evaluate and award volunteers**
  - (a) Conduct a written evaluation of the event: What went well, what went wrong and how could it be improved.
  - (b) If this event is going to become an annual or repeated one, be sure that you document all of the steps in order to leave a blueprint for future guide and reference.
  - (c) Recognize all of the persons- staff, board, volunteers, supporters and collaborators who worked on the event. Recognize them individually and publicly at membership meeting, in your newsletter or with a special dinner.