

Planning



“No plan is perfect, yet plans are necessary if we are to avoid complete chaos.” ... *Edward T. Hall*

Initial Considerations

- What is the purpose of the event?
- Why are you holding it?
- What are your goals and intentions?
- What do you hope to achieve?
- How much money can you set aside for the event?
- Does it justify the financial outlay?
- Is the program designed to break even?

Initial Considerations

cont...

- Should it produce a surplus?
- If so, how much surplus is desired?
- Can the program be budgeted at a loss?
- If so, how much of a loss?
- What time of the year are you considering holding it?
- What day of the week?
- What time of the day?

Initial Considerations

cont...

- Who will be attending?
- What type of venue will be the best fit, the best setting, the best backdrop?
- Are you planning far enough in advance that the best sites will be available to you?
- Location... Location... Location...

Initial Considerations

cont...



“Just about the time you think you can make both ends meet, somebody moves the ends.” ... Pansy Penner