

**Presented by
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**On
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EFFECTIVENESS IN PLANNING MAJOR EVENTS

JUST LIKE A DIAMOND,
THERE ARE MANY FACETS
OF EVENT PLANNING.





PLANNING MAJOR EVENTS

- **Audiovisual**
- **Budgeting and Financial Management**
- **Committees, Volunteers, and Staff**
- **Contracts and Liability**
- **Convention and Visitors Bureaus**
- **Emergencies**
- **Exhibits**
- **Food & Beverage**
- **Goals & Objectives for Meetings**
- **Housing**
- **Marketing & Promotion**
- **Meeting Evaluation**
- **Program Planning**
- **Registration**
- **Site Selection**
- **Space Use and Setup**
- **Suppliers and Third Party Vendors**
- **Transportation**



Event Goals

Broad statements of the purpose for your event.

Event Objectives

Clear statements of anticipated results.

FIVE **W'S** TO ASK WHEN **ESTABLISHING** YOUR EVENT **GOALS** AND **OBJECTIVES**

Who?

Who will attend
this event?

What?

What type of event
are you planning?

When?

When is the event?
Flexible or set
dates?

Where?

Where is the
event?

Why?

Why do we need
to meet?

PLANNING COMMITTEE

- ❖ Team or committee who will assist you in the planning.
- ❖ Each with their own terms of reference and areas of responsibility for the event.
- ❖ Break up the responsibilities for planning into sub-committees
- ❖ Include people with knowledge of the event and/or service required to fulfill the needs of the event.





SUB- COMMITTEES

- Audiovisual Committee
- Communications Committee
- Exhibit Committee
- Finance Committee
- Food Service Committee
- Information Technology Committee
- Music Committee
- Procurement/Shipping Committee
- Program Committee
- Security Committee
- Transportation Committee



REMEMBER IT TAKES A VILLAGE TO PULL
OFF AN EVENT

”

“NOTHING WILL WORK UNLESS YOU
DO.”

Maya Angelou

BUDGET

- Funded by the organization?
- Income through registration fees or sales?
- FINANCIAL GOAL is to come in at or under budget.
- Requires PLANNING for the expected and the unexpected.



**“A MAN WHO DOES NOT PLAN
LONG AHEAD WILL FIND
TROUBLE AT HIS DOOR.”**

- *CONFUCIUS*

BUDGET LINE ITEMS

Audio Visual

Contingency

Exhibits

Food and beverage

Furniture rental

Housing

Labor & Handling

Marketing

Materials

Presenter Expenses

Program

Security

Short-term travel insurance for all participants

Technical Staff Expenses

Transportation

Venue rentals

Video Production

Volunteer Expenses

BUDGET

Include an **INCOME** column
IF you anticipate revenue.

MANAGE the budget.
MAINTAIN the same bottom line.

Include a column for **ACTUALS**
What is **actually** spent.

SITE SELECTION CONSIDERATIONS

Air lift or drive time

Convention center or hotel

Type of city

Labor Unions

Reduce venue rental cost

Safety

Disabled attendees

SITE SELECTION

Site Selection Committee

- Aware of your goals
- Aware of objectives
- Aware of budget

Convention & Visitors Bureaus

- Complimentary services
- City information
- Event Manager
- Religious market

RFP - REQUEST FOR PROPOSAL

REQUEST FOR PROPOSAL

Meeting Planner:
Organization:
Address:
Phone:
Fax:
E-Mail:

Event	
Event Coordinator On-Site	
Location	
Dates	
Non-smoking Sleeping Rooms by Night (Breakfast included in room rate.)	
Total Room Nights	
Reservations	
Meeting Space Requirements	
Meal Functions (All meals are lacto-ovo vegetarian; eggs, milk & cheese are acceptable.)	
AV Requirements	
Payment	
Response Required	
History	

SUPPLIERS

Obtain quotes from more than one supplier.

Negotiate! Ask for what you want and need for your event **BEFORE** signing a contract.

If you ask **BEFORE** contracting you are negotiating. If you ask **AFTER** contracting you are begging!

Companies like

EXPERIENT

or

IMN SOLUTIONS

offer event planning services
that are invaluable for the
inexperienced event
planner.

THIRD PARTY
PLANNERS

CONTRACTS

Contracts and liability is a critical aspect of event planning.

Negotiate for what you want:

- Room upgrades for your VIP guests
- Complimentary meeting space
- Force majeure clause that covers both the hotel and the organization
- Low percentage or NO attrition
- A complimentary room per 40 room nights

Have legal counsel **review contract prior to signing**

Have an **OFFICER** of your organization sign **ALL** contracts.

SECURITY/CRISIS MANAGEMENT

Security is required based on:

- Size
- Location
- Hours
- Type

Executive Protection for VIP's

If contracting security - obtain more than one quote

Plan for a good percentage of your budget to be spent on security.

CRISIS MANAGEMENT PLAN

1

Request a copy of
Crisis Management
plan.

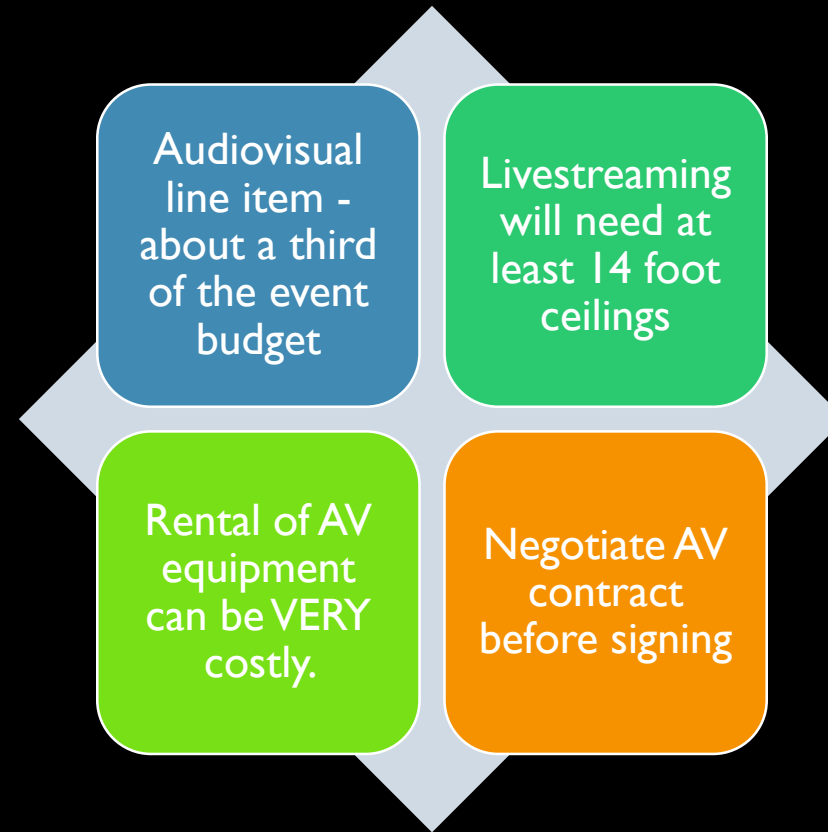
2

Designate someone to
manage Crisis plan.

3

Have Emergency
Contact information
for every guest or
attendee.

AUDIOVISUAL



EXHIBITS

Great revenue producer

BIG responsibility!

Exhibit Manager and Exhibit Committee

- Oversee the approval of applicants
- Collection of exhibit fees
- Lay out of booths in conjunction with Event Decorator
- Communication with exhibitors
- Move-in and move-out
- Management of the exhibit hall during the event

EXHIBITS AT EVENTS

Pros

- Enjoyable experience for attendees
- People can touch, feel, see & hear products
- Networking opportunities
- Sponsorship options

Cons

- Security of exhibits
- Increased budget to pay security
- Theft occurs
- Time needed to approve applicants

SHORT TERM TRAVEL INSURANCE

Benefits to the insured include:

- Emergency Medical Benefits
- Emergency Medical Evacuation Benefit
- Repatriation of Remains Benefit
- Personal Property Benefit
- Trip cancellation and Interruption Benefit
- Accidental Death & Dismemberment Benefit

Full listing of benefits on the Adventist Risk Management website.

- Approved travel days plus the days of the conference.
- STT insurance cost included in budget or registration fee.

TIMELINE

Development of
a timeline of
event

Timeline for
each sub-
committee

Begin with the
start date &
work backwards

SAMPLE TIMELINE

TASK	START	COMPLETE	RESPONSIBILITY
Theme Selection	01/01/16	06/30/16	Presidential
Space Assignments Finalized	01/01/16	03/31/20	Session Management
Stage Design	01/01/16	12/31/18	AVB Committee
Music Guidelines Set/ Distributed	01/01/16	12/31/16	Music Committee
Exhibitor Guidelines Set	01/01/16	12/31/16	Exhibit Committee
Daily Program Development	01/01/16	12/31/19	Program Committee
Logo Development	07/01/16	07/01/17	Communication
Brochure Development	07/01/17	12/31/18	Secretariat
Subcommittee Budget Proposals	03/01/17	12/31/18	ALL SUBCOMMITTEES
Designate Decorator	01/01/17	07/31/18	Exhibit Committee
Equipment Rentals Contracted	01/01/18	03/31/20	Procurement & Distribution Committee
Music Auditions	01/01/19	06/30/19	Music Committee
Badge Design	06/01/18	12/31/18	Secretariat
Session Brochure Distribution	01/01/19	06/23/20	Secretariat Session Management
Exhibit Applications Accepted	01/01/18	06/23/20	Exhibit Committee
Hotel Reservations Open	09/01/19	05/25/20	Session Management
Technical Staff Selected	03/01/18	04/01/20	Finance Committee
Program Book Information Due	12/01/19	12/31/19	ALL SUBCOMMITTEES
Delegate Seating Plan Finalized	06/30/19	12/31/19	Seating & Ushering
Mail Letters for Visas	01/01/20	01/31/20	Secretariat
Shipment Leaves			Procurement & Distribution
Move In			ALL SUBCOMMITTEES
Move Out			ALL SUBCOMMITTEES

EVENT EVALUATION

Planning team should meet daily to assess and correct problems.

Have a debrief at the end of the event to determine what went wrong and what went right.



“PERFECTION IS NOT ATTAINABLE,
BUT IF WE CHASE PERFECTION WE CAN CATCH
EXCELLENCE.”

-VINCE LOMBARDI

PRAYER

- ✓ Make it a habit to pray over your events.
- ✓ Ask the Lord to prevent **ANYTHING** of importance from slipping through the cracks.



Q & A



**“By failing to prepare,
you are preparing to fail.”**

Benjamin Franklin

THANK YOU!

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