

Event & Program Planning QUICK TIPS

The 6 Ps of Program Planning:

Picture the end

Plan a timeline

Place others in charge

Publicize

Present the program

Process the process

How To Get From “What if...?” To “That Was Terrific!”

PICUTRE THE END

Create a picture of what you want the program to be like.

Brainstorm ideas for the program.

Be flexible. Build some extra time into your schedule to allow for the unexpected.

PLAN A TIMELINE

List each task that needs to be accomplished. Decide how long it will take to complete each task.

Put the due date for each task on the master calendar.

Post the calendar in a conspicuous place. The more often people see it, see more likely they are to remember to follow through.

Build in flexibility, but at the same time create the expectation that people will complete their tasks on time.

PLACE OTHERS IN CHARGE

Make sure your committee can represent your target audience.

Communicate everything to your members. If they don't know what they are supposed to do, they can't help. Post it! Start a phone chain.

Have workdays as well as play days. Make it everyone's responsibility to do the work as well as have fun.

Assign small jobs to lots of people. If they are to

feel a part of the project, members must have some responsibility.

PUBLICIZE

Get “teaser” information out early. Don't give away all of the information, just part of it.

Use different types of publicity. Remember that different people look at, hear, and read different things.

Use a theme.

PRESENT THE PROGRAM

Confirm everything at least a week before your program, and again a couple of days before.

Take nothing for granted. Remind everyone of everything.

Sign up more personnel than you need--just in case.

Have a dress rehearsal. Find the kinks in the presentation by pretending you are an attendee.

Take pictures. Sometimes they do a better job of telling the story than your written records can.

PROCESS THE PROCESS

Celebrate the fact that it is over!

Thank everyone involved.

Ask yourself how it went: What was good? What would have been better?

Make a notebook for next time, including a timeline and lists.