



The BIG plan of an Event

Stages in planning and organizing an event

1) **Description of the event concept** - presentation of the theme chosen for the event - the motivation of the choice - why do we want to do the event? What is the story behind the event? Research - what other similar events have been organized before? Who organized them? What was the output? How will your event be different from the rest of the similar events?

You need to set – Naming of the event and a slogan / tagline / Call to action

2) Setting SMART objectives for the event

3) **Identify the target audience for the event** - who are the participants? What is their average age? Will children also attend the event? Will there be guests with special needs?

Target description from:

A. - *socio-demographic perspective* (age, gender, professional status, studies, place of origin).

B. - *psychographic perspective* - what are their attitudes towards family, couple life, interpersonal relationships, music, socialization, fashion & lifestyle?; what are their values?; where they spend their spare time? - playing sports, listening to music, with friends, at restaurants / coffee shops – try to divide audiences into certain categories that share the same characteristics

4) **Establish work strategies** - create a team with whom you will work and think about specific tasks - What is the date? Hour? Where do you want to organize the event (the location)? Which are the logistics elements you need

- set up the strategy for promoting the event - offline and online - which are the key messages for each type of audience and how will they be adapted to all communication media?

5) **Establish tactics** - what tools will you use in organizing and coordinating the event?

- Choosing a project management application - Ex. Trello, Asana, Monday, HubSpot - working documents - Excel sheet, Word, Pdf

- organizing these documents on a Google Drive – give access to team members

6) Fixing the work calendar - what will be all the activities included in the event calendar? - Writing a timeline that includes - Activity type - description - responsible - deadline

7) Establish the budget - what is the budget of the event? What are the sources of financing? (eg. sponsorships, ticket sales, etc.). What are the things you would get through barter collaboration / partnership contracts?

- if sponsorship is needed - what is the list of potential sponsors and partners? How will you manage to attract them to the event?

8) Evaluation - What was the general perception about the event?

A. Perception of participants - instant feedback questionnaires, post-event questionnaires sent by email, informal discussions with some of the participants

B. Perception of the media and the online environment (Online Media, Facebook, Instagram, Blogs, Vlogs)

C. Budget fit - did you manage to meet the initial budget or did you exceed it?

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