

Event Planning

The first step to planning an event is determining its purpose and target guest list followed by budgeting, dates and event site.

Next is timelines and how to get the word out to create interest.

Other details can include:

- marketing your event
- organizing your database
- mail merging databases
- managing registration
- determining food and beverage
- developing a theme for the event
- arranging for speakers
- orchestrating entertainment
- creating decorations
- coordinating transportation

More to think about:

- location support (electricity/utilities)
- tables, chairs, tents
- event security/emergency plans
- portable toilets
- parking
- signage
- cleanup

PLJ Marketing has over twenty years of experience in planning events. Event planning is all about ***"Attention to Detail"***.

Photograph *"Attention to Detail"*



PLJ Marketing will prepare a plan including budgets and timelines for approval. Progress will be communicated on a continual basis to ensure the success of the event.