



So You Have to Plan an Event

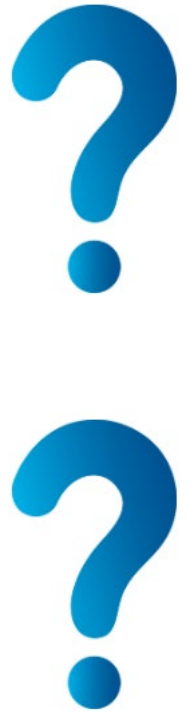
Tips and Tricks from an Event Professional

Who, Why, What, When?

- Who are you and what do you do?
- Why are you interested in this session?
- What is it that you have “on your plate” whether it is professional or personal?
- When will this event take place?

Background


How on earth did I become an event professional?



Not a dissertation presentation, but....


- What program planning elements do meeting planning professionals consider in their process of creating and delivering a continuing professional education conference?
- What do these meeting planning professionals consider the most important elements?
- Of all the program planning elements listed and ranked, which three do meeting planning professionals concur are the most important for a successful conference?

CPE Elements		Business Elements		Venue
1	Goals & Objectives	I	Budget	Stands alone
2	Program Design	II	Marketing	
3	Needs Assessment	III	Logistics	
4	Target Audience / Generations	IV	Exhibitors	
5	Evaluation	V	Technology	
6	Engagement	VI	Research	
7	Member Benefits / Mission	VII	Vendors / Negotiation	
8	Adult Education	VIII	Contingency	
9	Accreditation	IX	Green	
		X	Staffing / Volunteers	
		XI	Return on Investment	
		XII	Corporate Social Responsibility	
		XIII	International Attendees	

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Budget Tool

	A	B	C
1	Conference Name		
2	Risk Minimized # Attendees		
3	# Attendees Actually Anticipated		
4		Estimated Cost	Description
5	Projected Revenue		
6	Projected Revenue Total	\$ -	
7	Projected Opr Costs General		
8	Projected Opr Costs Gen	\$ -	
9	<i>Total costs minus Revenue</i>	\$ -	
10	<i>Fixed costs per persons</i>	#DIV/0!	
11	Variable Costs per Person		
12	GRAND TOTAL VARIABLE COSTS PER PERSON	\$ -	
13	Breakeven Registration Fee	#DIV/0!	Fixed costs per person + Variable costs per person

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To Do List

	Revision Date				
Priority	Task	Guidelines	Target Date	Person Responsible	Status
	Hotel list developed				
	Hotel bids developed and sent				
	Hotel contract negotiated				
	Hotel contract signed	no later than 14 months out			
	Initial Planning Com Mtg	at current conference			
	ID: Goal, objectives, target audience, scope, title, format				
	Successive planning meetings scheduled				

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Some Inexpensive Software Solutions

- Project Management
- Submission Collections
- Event App

Project Management

- [Basecamp](#)
 - Easy-to-use project management
 - For internal staff and for collaborators
 - Free for *Teachers & Students*
 - Sample usage for an event

Submission Collection

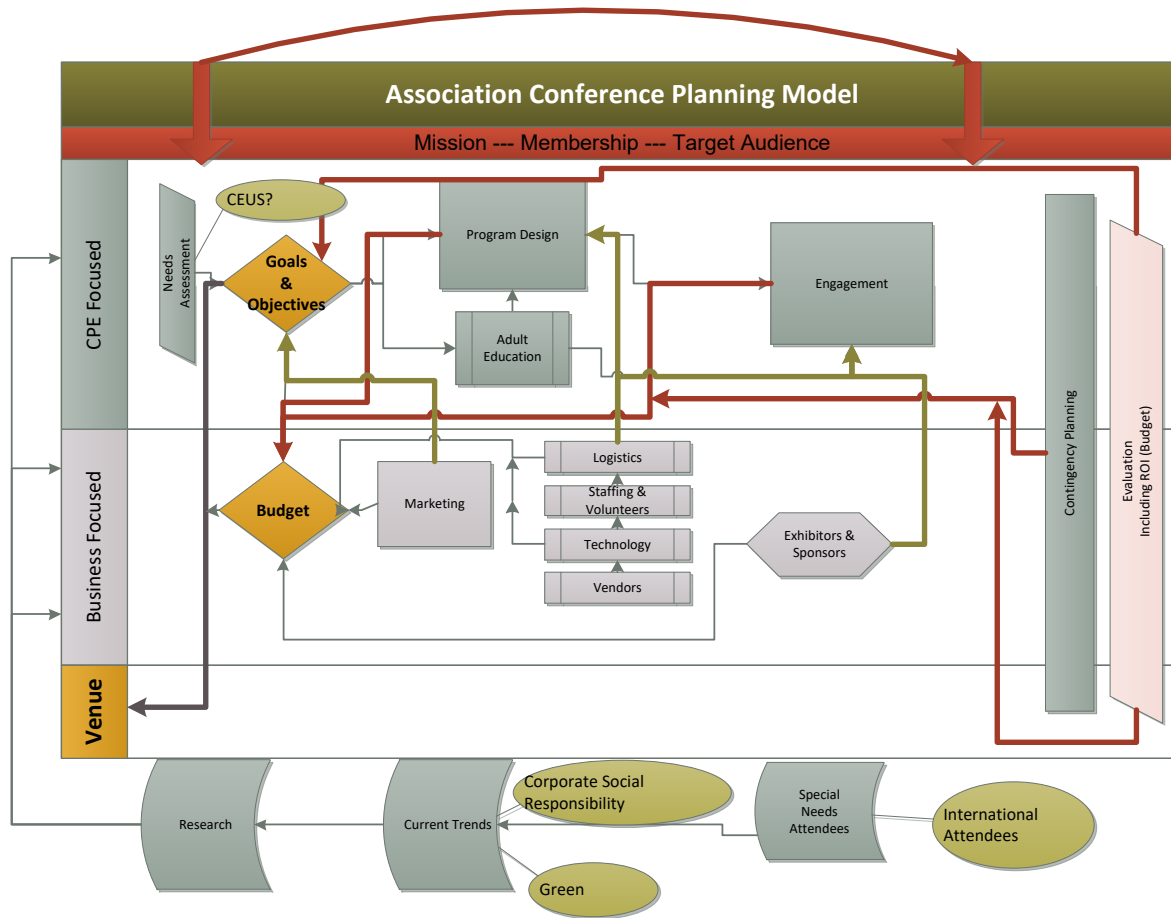
- ProposalSpace.com
 - Pricing
 - Free for users
 - Set up at no charge, then \$200, then \$7.50 per submission
 - Sample

Event App

- [Sched.com](https://www.sched.com)
 - Reasonably priced event app
 - Interface for set up is quite intuitive

Conclusion

- Most important overall mindset
 - Mission critical (objectives)
 - Member-focused (target audience)
- For our purposes, we assume that our meetings are content focused, not business focused as these are quite different



Download These Resources

ardensolutions.com/services

Meeting Planning Lecture Handouts

- **AAFCS 2019 PowerPoint**

- Budget and Food & Beverage Planning

- Logistics

- Most Important Elements Summary Table

arden solutions

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*Helping professional associations find efficient solutions
to management challenges and conference needs*

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See you in Baltimore!

#AAFCSac 2020