

“Without leaps of imagination or dreaming, we lose the excitement of possibilities. Dreaming, after all is a form of planning.”

— **Gloria Steinem**

“Discover a purpose that gives you passion. Develop a plan that makes you persistent. Design a preparation and motivates you to optimize your potentials. Do it because you love it!” — [Israelmore Ayivor](#)

Choose an activity YOU want to do. Your passion and excitement, combined with a well laid plan will attract others.

- Are you a bowler? Plan a bowling night!
- Love cooking? Get a group together and hire a local chef to do a cooking class
- Music buff? How about a trip to the symphony?
- Outdoorsy kinda gal? Plan a hike and picnic at your favorite spot

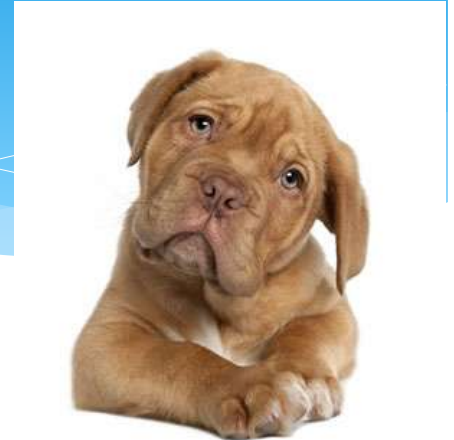
What is the purpose of your event?

- * Social
- * Political/advocacy
- * Educational
- * Fundraiser

What events can you think of that might fall into these categories?

- * Whatever the reason. It should generate good will and positivity. Ask yourself – “What would I want out of this event?”
- * Make sure it’s the right time of year for your event and that it does not conflict with major holidays or occasions.

You decided what you want to do. Now what?



- * Create a checklist of things you need to do
 - * Who is your target population?
 - * Parking, food, facilities, tickets, reservations, etc.
 - * After you have your checklist, elaborate on each item. Do you have a deadline for purchase, reservation, etc? How far in advance do you need to plan – this will affect your event date.
- * Create a timeline to make sure you get things done on time.
- * Choose a date, time and location
- * Do you have a budget or price range? What will the cost be and how will it be covered?



- * Publicize your event through as many avenues as you can. Make sure to KISS the details: Keep It Simple Sweetheart. Give all the details needed but keep it short and simple. Consider your marketing as french fries for your eyes: small, easily consumed and well seasoned.
- * Don't forget word of mouth – tell as many folks as you can, Bruins or not. You never know where that info will end up 😊

NEXT STEPS



- * Confirm your plans – make sure things from your checklist are in order.
- * Arrive early the day of the event to greet folks and reduce your stress!
- * Realize nothing will go perfectly. If you expect perfection, you will be disappointed. If you expect reality, you will be able to deal with anything that comes along.
- * If there is a problem, STOP, think through the problem and possible solutions, THEN ACT.

3, 2, 1... HAVE FUN!



- * Enjoy your event! If you do, others will too 😊
- * Make sure to check in with folks to chat. Ask them if they are enjoying themselves.
- * Listen in for what folks enjoy doing. Do they want more of this type of activity? More family or singles events?
- * Make sure to thank people for coming. They are your customers so treat them like gold!



Deep Thoughts.....

IF YOU
CHANGE
NOTHING,
NOTHING
WILL
CHANGE

* After your event, take some time to look at what went right, what the challenges were, and how you would do things differently next time.

- Send or announce a thank you message to those who attended – whether individually or through an audience message.
- Ask for feedback – it is the best way to grow and get better at planning events!

Mistakes

are proof that
you're **TRYING**