

“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?





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- \* 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.....

\* 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

IF YOU  
CHANGE  
NOTHING,  
NOTHING  
**WILL**  
CHANGE