EVENT PLANNING PROCESS

UNDERSTSNDING THE **_PURPOSE_** OF THE PROJECT

- The first step while formulating the plan for an event involves understand the purpose of the event.

- This includes the aims and objectives we want to achieve by carrying out the project. This involves sitting down with our team and creating a clear picture on *WHY?* we wish to do a particular project.

- Extensive research needs to be carried out on all factors which could be relevant to do the project with maximum efficiency.

PICKING THE _**PLACE**_ WHERE THE PROJECT WILL BE CARRIED OUT

- This is one of the trickiest parts of planning our event. Based on the project reach, budget, flow, content and size choosing an appropriate venue is of prime importance.

- Each Venue should be evaluated based on the factors mentioned above and after understanding any financial restrictions an informed should be taken as quickly as possible.

MONETARY _(PAISA?)_ IMPLICATIONS OF THE PROJECT

- Understanding the monetary details of the event is of prime importance especially in the case of events which involve multiple expenses in rather large amounts.

- A sponsorship proposal should be the first thing sent out to potential sponsors with meetings being conducted on a regular basis. Any planning and expenditure made should be done on the basis of the sponsorship coming in.

- A budget sheet should be prepared right at the start of the event which marks out what money goes where. This budget sheet acts as a catalyst to make sure the event makes a profit.

- A proper system to track money flowing in and out should be in place for each individual process to make sure the project sticks to the estimated budget.

- Keeping some funds in reserve for unplanned expenses which may or may not occur depending on circumstances.

BASIC PROJECT _PLANNING_

- To make sure that the project is a success a strategic plan of execution should be in place. A basic event checklist to make sure that all actions which will be needed in the event are accounted and recorded

- The event checklist should have each individuals role clearly defined so as to make sure that each and every person who is a part of the project knows their role.

- Each persons Key Responsibility Area should be clearly mapped out.

- A basic event flow needs to be created so that we can get an idea on how the event looks.