**Ebun’s Project**

Landing Page to acquire data (Ebun)

Content: Article and e-Book (Segun to work with Ewa)

Articles and Landing Page are to be shortlinked in order to track their page visits.

**8 Ideas to Spice your next Party / Party trends in 2017**



Use of props

Social media hashtags

Parties with themes

Statement making balloons

DRIP CAKES

The drip cake trend originated in Australia and is just starting to gain popularity in the US. There are so many variations of a drip cake and, in my opinion, it is a style of cake that works for any type of event, from a wedding to a dinner party to a kids party and everything in between.

## Statement Backdrops

A statement backdrop is a must if you really want your party and cake table to have the wow-factor. There are many options you can choose for this and they all make a stunning impact. A printed backdrop, a photographer’s stand draped with textured material, a large die-cut wooden sign or a panelled tissue paper backdrop are just a few ideas.

## Personalised Event Stationery

An easy and beautiful way to theme and personalise your party is through invitations and matching event stationery. This can include thank you tags, signs, party bag stickers, drink labels, chocolate bar favours, milestone boards and more. Having all the stationery elements matching is the perfect way to carry your theme throughout the whole event.

**8 Reasons Why Parties don’t go as Planned and what to do about them**



**Logistics:** This can be an event planner’s nightmare. Vendors are disappointing. They are delivering not delivering on schedule. The venue

**Celebrants:** The mood of the celebrant can shape how a party goes. Even when they start well. Requests from guests can sometimes overwhelm the Celebrants. There has been episodes of event crisis caused by celebrants having isssues with guests. Always keep an eye on the celebrant as much as possible. Also ensure that they are less depended

**Key Guests:** Anchoring the success of a event/party on the attendance of a guest whose attendance has not been confirmed can be a recipe to disaster. A strategy to handle this might be taking direct responsibility for bringing them to the event venue. Even when attendance is confirmed, putting them down the schedule gives you the buffer to accommodate their lateness or anything that can go wrong.

**Bad Weather:** Even the use of event centres or an indoor party does not make you immune from an averse weather condition. Especially a rainy day. From having a damp venue to cancelling and delays of Guests, a rainy day can make an event go bad.

**The Emcee:** An Emcee can make or mar an event. Supply as much as information as possible to an Emcee before the event. Don’t wait till the Emcee has the mic to start passing names of guests to recognize to the Emcee. Also ensure that the Emcee is competent and proven. You do not want to make your event a practice lab for an event planner just starting out. You can also bet on having 2 Emcees to anchor an event provided there is a gender balance they can provide or be complementary of each other.

**Poor Guest Management:** Far more or low than expected or planned for

**C**

**10 Apps event planners use to get their job done**

(To include eventpad in the list)

To be organized by Functionality



Taking Note

1. Evernote: for jotting ideas which sync across your mobile phone, tablets and PCs.

Guest Management and Ticketing

1. Eventbrite: Makes it possible to register for your event online.

For getting more business and connecting with vendors

1. Eventpad: Makes it possible for people to discover Event planners. Register here in order to be discovered as an event planner. Event planners can also connect with

vendors here sorted by locality or speciality. This is still in beta phase,

For your social media needs

1. Facebook: Whether it’s livestreaming or putting even updates online. When you want to make your event digitally social, Facebook is the number one place to be. However, thread with care, some celebrants and guests might not be comfortable having their pictures online.
2. [Hootsuite](http://hootsuite.com/) - There is going to be tons of tweeting, posting, liking, and checking in during your event. To easily manage all your social channels, use Hootsuite to create streams and stay up to speed with the buzz surrounding the event content.
3. [**Buffer**](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CB0QFjAAahUKEwjw1Z2clMPIAhXEPT4KHRvfAWs&url=https%3A%2F%2Fitunes.apple.com%2Fus%2Fapp%2Fbuffer-for-twitter-social%2Fid490474324%3Fmt%3D8&usg=AFQjCNEJUK2g9soMBUM2B6ZfxO2xGFHmMQ&sig2=sJKghbJBFIBpSgxuylALrA). Schedule tweets; Pinterest pins; and LinkedIn, Facebook and Google+ posts all from one central location. Free accounts allow one account per platform and up to 10 posts, but an Awesome plan upgrade of $10 per month permits 10 accounts and up to 100 posts.

For collaborating with your team members

1. [**Slack.**](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CB0QFjAAahUKEwimhMajk8PIAhWJdD4KHUUlCUI&url=https%3A%2F%2Fitunes.apple.com%2Fus%2Fapp%2Fslack-team-communication%2Fid618783545%3Fmt%3D8&usg=AFQjCNFPnnwcEfLgb5u53QwgUSLWxhzTmA&sig2=c-Rf_V6iCenYjNrfZ03HZw) This workplace communication app is getting [plenty of praise](http://www.fastcodesign.com/3050294/innovation-by-design/slacks-workplace-revolution) for its chat room-like setup. The app makes it easier to share links, files and general information easily with a group or as separate private messages. Create channels to communicate event items and make it easier to find old conversations. And it works with Asana.
2. Whastapp: