

Module 2: Event Planning Process and Lifecycle

* Training theory

In this module, participants will explore the comprehensive process and lifecycle of event planning. From initial concept development to post-event evaluation, students will gain insights into each stage of the planning journey. Topics covered include setting objectives, budgeting, venue selection, logistics planning, vendor management, and contingency planning. By understanding the sequential flow of event planning and the importance of each phase, participants will be equipped to navigate the complexities of organizing successful events with efficiency and effectiveness.

* Mentors Practical

What is our goal and path for you and is it something you can do

Steps

1. Start going through our online training course (it's an 8 weeks reading course) with 4 months of using what you have learnt and putting it into practice.
2. Get assigned a mentor
3. Immerse yourself in each event organized by your mentor as if it were your own, actively engaging in the processes of ticket sales and fundraising to support our event budget. This demonstrates your potential as a mentor, showcasing your ability to effectively train and guide future event planners. Additionally, leverage the feedback from attendees and donors to refine your event concepts, enhance the overall experience, and contribute to the ongoing development of our fundraising initiatives. Proficiency in ticket sales and fundraising strategies is paramount, reflecting the essential study skills we seek before entrusting you with managing your own event.
4. Go to one of your mentors events and introduce yourself
5. Use our system to find your mentors next event and task yourself to sell 2 tickets this week for that event. Selling tickets use what means you have available and open your mind to strategies you can use to sell these tickets. This is key because you need to have customers to do feedback with and use to start developing your events idea.
6. Create a fundraising page and try and fundraise £50.00 for this week towards our events planning fundraising income. Fundraising and ticket sales is a big part of fundraising events planners jobs. Its also one of the biggest things your event

planning mentor will take into consideration when choosing you to support them on their personal events.

****Introduction:****

Event planning is a dynamic process that involves careful coordination and meticulous attention to detail. Whether you're organizing a corporate conference, a charity fundraiser, or a social gathering, the success of your event depends on thorough planning and execution. In this module, we will break down the event planning process into manageable steps and discuss best practices for each stage.

****Understanding the Event Planning Process:****

The event planning process is a systematic approach to organizing and managing events. It consists of several key stages, each with its own set of tasks and responsibilities. By following these stages, event planners can ensure that every aspect of the event is carefully planned and executed to meet the objectives and exceed expectations.

****Pre-Event Planning:****

The pre-event planning phase is where the groundwork for the event is laid. During this stage, event planners define the objectives of the event, establish a budget and timeline, and conduct research to identify suitable venues, vendors, and target audience demographics. Event design and proposal creation are also essential components of this phase, as they set the tone and direction for the event.

****Event Implementation:****

Event implementation is the execution phase where plans are put into action. This involves venue setup, logistics coordination, staffing arrangements, and onsite management. Event planners must oversee onsite activities, troubleshoot issues as they arise, and ensure a seamless guest experience. Effective communication and teamwork are critical during this phase to ensure that everything runs smoothly.

****Post-Event Evaluation:****

Post-event evaluation is essential for assessing the success of the event and identifying areas for improvement. This involves gathering feedback from attendees, sponsors, and stakeholders, and analysing event metrics such as attendance numbers, revenue generated, and return on investment (ROI). By reflecting on the event's outcomes, event planners can learn from their experiences and make informed decisions for future events.

****Case Studies and Best Practices:****

Throughout the module, we will examine real-world case studies and best practices to illustrate each stage of the event planning process. By studying successful events and learning from their experiences, you will gain valuable insights into overcoming challenges and maximizing event impact.

****Conclusion:****

By the end of Module 2, you will have a thorough understanding of the event planning process and lifecycle. You will be equipped with the knowledge and skills needed to plan and execute successful events that meet objectives and exceed expectations. Stay tuned for Module 3, where we will explore event marketing and promotion strategies.

Mentors video's for Module 2: Event Planning Process and Lifecycle:

Video 1: Introduction to Event Planning Process

- Overview of the event planning process
- Importance of systematic planning for successful events

Video 2: Understanding the Stages of Event Planning

- Overview of the key stages: pre-event planning, event implementation, and post-event evaluation
- Explanation of each stage's significance in the overall process

Video 3: Pre-Event Planning: Setting Objectives and Budget

- Defining event objectives and aligning them with organizational goals
- Establishing a comprehensive budget to guide planning efforts

Video 4: Pre-Event Planning: Research and Venue Selection

- Strategies for conducting research on venues, vendors, and target audience demographics
- Factors to consider when selecting a suitable venue for the event

Video 5: Pre-Event Planning: Event Design and Proposal Creation

- Importance of event design in creating memorable experiences
- Crafting compelling event proposals to pitch to stakeholders

Video 6: Event Implementation: Venue Setup and Logistics Coordination

- Logistical aspects of setting up the event venue
- Coordinating equipment rental, transportation, and other logistical considerations

Video 7: Event Implementation: Staffing Arrangements and Onsite Management

- Recruiting and managing event staff, including volunteers and security personnel
- Overseeing onsite activities and ensuring a seamless guest experience

Video 8: Post-Event Evaluation: Gathering Feedback and Analysing Metrics

- Methods for collecting feedback from attendees, sponsors, and stakeholders
- Analysing event metrics to evaluate event success and identify areas for improvement

Video 9: Post-Event Evaluation: Identifying Areas for Improvement

- Reflecting on event outcomes and identifying opportunities for improvement
- Incorporating feedback into future event planning efforts

Video 10: Case Studies: Successful Events and Best Practices

- Analysis of real-world case studies to gain practical insights
- Identification of best practices for overcoming common challenges and maximizing event impact

Video 11: Applying Event Planning Principles in Real-world Scenarios

- Application of event planning principles to real-world event scenarios
- Interactive exercises and discussions to reinforce learning

Each video topic provides a focused discussion on a specific aspect of the event planning process, allowing learners to deepen their understanding and acquire practical skills for planning and executing successful events.