Producing Quality Events
Planning the Who, What, How, When & Why – *instead of ‘What the Hell’!*

In the Chamber World, What is an Event?
- Banquets
- Fund Raisers
- Auctions
- Parades
- Membership Drive
- Festivals
- Golf Tournaments
- Trade Shows
- Health Fairs
- Leadership Class

What other events do you do?
- Luncheons
- Business After Hours Mixers
- Committee Meetings
- Board Meetings
- Breakfast or Lunch with the Chairman

Basically anything you do or plan that puts you and a member in the same room, at the same time – is an EVENT!
What is it for?

Have a defined purpose!

Make sure that you know exactly what the desired outcome of an “event” is.

What are the goals – Budgetary, Attendance, Networking, Etc.???

Have a defined purpose!

Step Two

Who will be involved in planning and who is it for?
Who is it for?
- Community Members
- Chamber Members
- City Council Members
- Staff Members
- Board Members
- Media Members

Who is going to be involved
- Who is developing the idea?
- Who is going to produce the idea?
- Who is going to budget the idea?
- Who is going to market the idea?
- Who has already done the idea?
- Who is going to review the event?

Step Three
» When is it?
Is it scheduled?

- Is it on the Chamber Calendar?
- Is it on the Member’s Calendars?
- Is it on the Venue’s Calendar?
- Is it on the City’s Calendar?
- Is it on the Media’s Calendar?
- Is it on your Chairman’s Calendar?
- Is it on your own Calendar???

Set a Timeline

Don’t wait for one event to finish before you start the next!

Have a timeline with responsibilities defined!

Share the timeline with the staff & committee!

Read your own timeline!!!

Awards to do List:

- Confirm event date with Chair and incoming Chair
- Select award chair(s)
- Confirm venue
- Have committee meeting (Dec.)
- Decorations (by committee choice)
- Invite – mail at least one week prior to Christmas Break to entire membership,
  nomination forms out by November
- Nomination Deadline by December 20
- Early out by January 1 (past recipients vote only on their award & Board of Directors on sl)
- Order trophies (full in advance as they have them, and then send names when finalized). Don’t forget to include outgoing board members, chairman’s plaque
- Programs (6-per table)
- Nominations – tables/individually
- Reserve seats – table numbers to event for directions
- Reservation lists & pens
- Take 2 tablecloths to cover awards on stage tables.
- Take a gavel to “pass”
- Power point – highly recommend contracting with venue for all sound, screens and commercial projectors – as well as all cabling and hookup technicians
- Directories – take if produced in time for distribution
- Script two copies in notebooks or two pads, extra for power point and for CEO
- Award winner envelopes/cards
- Award winner descriptions in MC’s book – either another envelope/card or printed
- Legislative Certificates – contact in advance to get them to the chamber to be sorted together to place with awards at least the day before the event (asking them to keep the winners names confidential)
- Checks if needed (for musicians, etc.)
- Take donor/donor number / or sponsor signs
> Make notes on your agenda this year, so you don't have to re-create, research or waste time next year!!

Production Timeline

Besides planning the day – plan the event. Have a production schedule, and STICK TO IT!!!

Start on time – Stay on time – Finish on time!

From planning the event to the event itself, no excuses.
Step Four

» Where is it?

Where will you be & will it work

» Will your facility work for your event?
» What do you need to make it work?
» Is there anything you can add to the facility to improve the overall event?
» Who will be there to get it set up – make sure that you are there before your guests!
» Don’t leave set up to chance.

Step Five

» How do you do it?
How to make it successful

- Keep the event focused and timely – have an agenda, and stick to the agenda, and finish ahead of the agenda!
- Only add details that are sustainable.
- Image development of marketing – and remember that quality breeds quality!
- Let your players play!!!
- Never assume anything.

- Develop a base to work from.
  - Grapevine Golf Classic – 56 teams to play, only 11 available for sale after sponsor slots taken!!! Sold out event the last 3 years
Why?????

- After the event is over, ask yourself why you did it, and did you succeed.
- After the event is over, if a committee was involved, get them together and evaluate it – from their point of view. Make notes and next year, actually read them again! (and don’t forget to thank them!)
- If the only reason you did it, was because you have always done it, then perhaps you shouldn’t do it again! If your event is old and tired, then your chamber might be too.

Quality Events take Quality Planning

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