ONIBOKUN ADEFEYIKEMI JEMIMA

16/SMS06/010

EVENTS PLANNING, SALES AND SPONSORSHIP

TEM 416

LECTURER IN-CHARGE

MR OLANINJO

ANSWER TO QUESTION 1A:

Recently, people expect from the events that they are attending, Guests want to be entertained; they want unique experiences and memorable events. Therefore a theme is important to the success of planned events as it helps the event planner narrow down the scope for research and plans. Reasons for adding a theme include:

- **Themes Help with the Guest's Focus**

Themes are not only used to determine the initial tone of an event; they can also remind the objectives of an encounter throughout its course.

Indeed, a theme should influence virtually every part of the event space: the logo, communication media, direction signs, food, beverages, etc. The aim is to recall the objectives of your event to your audience everywhere they look. A theme is a guide for a speaker to speak the same language as his audience and helps him understand the concerns and objectives of participants in relation to their industry.

In addition to making life easier for event organizers and guests, themes can also greatly help speakers and facilitators to better understand the audience and its real needs and, thus, know how to mobilize.

A theme is not only the creative passion of an event planner. It allows to convey the objectives of an event in a playful way and ensures that participants gather around a common idea. A carefully chosen theme facilitates networking, learning and can even achieve the revenue you want for a fundraiser.

A theme also lets you make better choices regarding communication tools and media by helping to better target its needs, which often translates into an interesting money saving.

- **Themes Create Buzz**

A well-chosen theme can generate a buzz for your corporate or social event. Indeed, when communications and event activities are adapted to the needs and objectives of its guests, they are more likely to promote them in their own social circles. This can greatly help your promotional marketing efforts!

Use accessories that are interesting to encourage your guests in engaging and interacting with your theme. Original backdrops for nice pictures, custom photo booth or structures designed specifically for your theme can greatly promote social sharing during the event and ensure audience growth for a future edition. Do not underestimate the miracles Instagram can generate! Also, choose an original and coherent hashtag.

QUESTION 1B:

RATIONALE FOR PALNNING A THEMED EVENT

1. **A THEME WILL KEEP YOUR GUESTS TALKING ABOUT YOUR EVENT LONG AFTER IT ENDS**

That's what's truly great about a themed celebration. When guests leave your event and they're still talking about it… it makes all the time, energy and money you spent worth it!

2. **A THEME WILL GET YOUR GUESTS EXCITED FOR YOUR CELEBRATION**

Themes build anticipation and excitement!

This is particularly the case with fundraisers, where you're trying to attract the largest audience possible. That's why the Beverly Rotary Club planned a Diamonds Are Forever Fundraiser, last April.

.

QUESTION 1C

1. **Eventbrite**

If you're still using excel sheets to manage your attendee lists or trying to manage manual payments, stop! Use Eventbrite to make ticketing, registration, and event promotion a breeze, so you can focus on perfecting your event experience.

Ideas and inspiration

Need to centralize all your ideas, inspiration, and themes for future events? Skip the scraps of paper or searches through random phone notes and use these time-saving tools instead.

2. **Evernote**

When you have finished reading something on Pocket, and you want to reference it later it, you can keep it in Evernote (they sync directly). That isn't all, you can save just about everything in Evernote, from doodles to pictures of business cards, PDFs and voice recordings. It organizes everything into notebooks with tags making it indispensable for anyone who needs to keep track of multiple events at once. It's also free to use the vast majority of its functionality.

3. **Feedly**

Searching for fresh content to post on social media can be time-consuming. Use Feedly to search by subject or keywords to find relevant content sources. Your newsfeed shows the most recent content from your select sources and will be displayed for you to scroll through all in one place. You can save content to read later, or share articles with other team members.

4. **Hootsuite**

Some of the best ideas come from your audience and community on social media. Track of what they're talking about, and save those ideas straight to Pocket or Evernote with Hootsuite. Hootsuite sorts conversations by topic, hashtags, keywords, or followers, and you can use it to schedule your own social media posts as well.

5. Pinterest

Reading through pages of text in search of inspiration is the easiest way for your eyes to glaze over. With Pinterest, you're able to find inspiration through beautiful images on all kinds of event topics. Create boards and pin images for your ideal event to create your own mood board. When you need ideas, jump into your board and inspiration awaits.

Repetitive Tasks

6. IFTTT

Do you find yourself consistently doing the same task over and over again? Try If This Then That (IFTTT) to automate it. For example, are you always tweeting posts out from your blog manually? You can set up a recipe for that. Creating a spreadsheet of your new followers? You can set them up to do it automatically. Want to add photos of your event to Facebook? IFTTT will let it happen without you having to think about it again. And like most of these apps, it's free to sign up and use.

QUESTION 1D

1. **Date** – You'll want to avoid clashes with competing events, popular cultural, tv and sporting occasions. Some days of the week may also attract smaller numbers than others (eg: Monday mornings and Friday afternoons). On the day you can but hope there are no widespread problems with local traffic and transport arrangements.

2. **Structure** – Is there, for example, time for networking before, during and/or afterwards and will this appeal to prospective attendees.

3. **Food and drink** – Is the extent to which refreshments will be provided clear? Will those with restricted diets or tastes feel catered for?

4. **Content** – Are the topics perceived as relevant, topical and appealing? Can you sense check these beforehand with prospective attendees?

5. **Speaker(s)** – Do they have a positive reputation? Do they engage the audience? Are they easy and stimulating to hear? Are they sufficiently well known to your target

6. **Timing** – Early morning is not so good for those with child minding/school obligations, early evening impacts social and family life, daytime is dependent on work obligations. Attendees may also be disinclined to travel or drive during the rush hour.

7. **Venue** – Does it have any form of reputation – good or bad? How easy is it to get to from wherever the attendees are starting out? How easy is it for attendees to get to where ever they will be going afterwards? Make sure all these points are clearly spelled out on the invitation and promotional material

8. **Advance notice** – It's important to give enough notice when you issue the first invites (a few weeks is better than a few days). You also need to issue reminders both to those who have yet to book and to see if any of those who have booked are no longer able to attend.