**NWACHUKWU FAVOUR**

**16/SMS06/008**

**EVVENT PLANING, SALES AND SPONSORSHIP**

**TEM 416**

**1a** planning in event management or Event planning is the process of managing a project such as a meeting, convention, tradeshow, ¬†ceremony, team building activity, party, or convention. Event planning includes budgeting, establishing timelines, selecting and reserving the event sites, acquiring permits, planning food, coordinating transportation, developing a theme, arranging for activities, selecting speakers and keynotes, arranging for equipment and facilities, managing risk, and developing contingency plans.

The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors, and emergency plans. Each event is different in its nature so process of planning & execution of each event differs on basis of type of event.

Event management and event planning are frequently tossed around interchangeably even though they are two very different things. Quite simply, planning and managing are not the same. While the skill sets of these two functions do overlap, they are two distinct functions. It creates problems for those dealing with clients who mistakenly think they need an event manager when what they need is an event planner. And for those clients who are under the impression that all event managers also handle event planning

**1b.the rational for planning a Themed event**

**A THEME WILL GET YOUR GUESTS EXCITED FOR YOUR**

Themes build anticipation and excitement! Think about it, when you receive an invitation for a themed event, you know the party will be different from anything you‚Äôve ever attended and you won’t want to miss it

**A THEME WILL MAKE YOUR GUESTS (and the guest of honor) FEEL SPECIAL**

Your guests (and if applicable the guest of honor) can feel the amount of effort you put into the planning process. If the room is full of thoughtful details, there is no doubt they will feel the love!

Themed parties make it easy and fun to dream up creative details

**Themes Ensure a Cohesive Unit**

As an event organizer, it is fundamental to propose a well-thought-out theme to anchor your communication, whether for an annual meeting, an inauguration, a launch, a trade show, a gala, etc. A theme should reflect the objectives of an event and unify them. It must reflect the purpose of the event and embody the brand of its host.

A theme directs the preparation of an event while allowing participants to identify a means of communication. This anchor points of communication will help to deliver quality information in a goal known by all, for goals shared by all while attracting the target audience and its best partners. With a theme that is appreciated and understood, an event planner is more easily able to convey a message that will reach its audience and reason with the latter.

Regardless, for all these reasons, the use of a theme is not only useful for events that are intended first to entertain, but is also good for corporate events that aim to inform and train. By the topic, the companies want to strengthen the feeling of belonging and develop content around their brand.

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 hash tag.

If you have ever attended a themed party, you know the enthusiasm and fun such a celebration can provide. Remember that this is no different for a business event. So take advantage of the benefits of Word-of-mouth!

**Themes Help With the Guest is 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, your theme should influence virtually every part of your event space: the logo, communication media, direction signs, food, beverages, etc.

Opt for a logo with a strong visual identity and a color scheme that stands out and decline that easily with your tools to your different points of contact with your audience. The aim is to recall the objectives of your event to your audience everywhere they look.

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 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 Conclusion

A theme is not only the creative passion of an event agency. 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. The theme allows summarizing in a few words the objectives of your event and picking up quickly the attention of your audience target.

Event planning tools.

**1c Pinterest**

 The social media network and creative playground -¬† Pinterest continues to be a popular design inspiration tool for many people. Pinterest offers an abundance of inspiring visual content, (it also offers handy tips and insightful articles). Users can save ‚Äòpins‚Äô to their own or others.

Planners often use Pinterest when searching for the latest conference trends, inspiring event themes, appealing menu choices, unique meeting locations and even team-building ideas.

**2. Basecamp**

Either client or meeting professional wishes to add to their ever-growing inbox. So, efficient project management tools can help mitigate the daily influx of emails.

Basecamp, the real-time collaboration tool, is ideal for meeting planners. The user‚Äôs homepage can be divided into projects, making it easier for users to switch between clients or different aspects of an event. For example, technology and meeting room design.

Many PR and marketing agencies use Basecamp for both internal and client communication. Basecamp‚Äôs Campfire feature is also ideal for discussing creative ideas with clients.

**3. Trello**

Trello is a free app well suited for event planning. You add cards to a shared board, such as then easily drag and drop cards like ‚ or to different categories (Sourcing, in negotiation, or signed contract, for instance). This way everyone can see what needs doing, what‚ progressing, and what‚is been completed. There is a free plan for individuals, and a per-user fee for pro features and teams.

**3. Google Drive**

Google Drive is an event management system, but it‚Äôs a workable solution if you dont want to learn new software. Google Drive is a simple place to store your excel sheets, word docs, presentations, and photos. You can share them easily with whoever you want without having to email large files.

**4. Slack**

Ditch scrolling through endless email threads for one piece of information with Slack. You can organize team conversations in channels by project (like a specific event), topic (like catering), or team, giving everyone a transparent view of what‚Äôs going on. Slack isn‚t just for messaging either. Your files, images, PDFs, documents, and spreadsheets can be dropped right into a chat and shared with anyone. You can also search through your archive to find items with ease.

**5. Monday**

Monday is a visual project management tool with simplified status updates so you can see quickly how your work is tracking. Whether you are overseeing a team of in-house planners or you‚are working to get all your event vendors on the same page, it‚Äôs easy to customize Monday for any collaborative project, from conferences to festivals and everything in between.

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**1. Understand the purpose of the Event:**

Every event should have a primary purpose and goals and objectives, which give the measurements of success. Understanding the purpose of the event leads to better planning and proper allocation of time and money.

In order achieve the success you need to set a realistic goal and in particular a realistic attendance target. That leads to the next point‚

**2. Know Your Audience:**

Depending on your organization‚is goal, you need to identify your target audience and their needs. Once you selected your target audience, figure out where to find them and determine how you will reach them. Do you have a long enough list of prospects or you need to search outside?

There are many ways to reach to your prospects and generate more audience and potential clients. Email marketing, telemarketing, social media, Search Engine Organic and Pay Per Click are the things to consider, again depending on your target audience some will be more effective than others.

Having all information about your audience will also help you determine the type of events you need to host.

**3. Selection of right Venue is vital:**

Depending on the type of event and targeted audience and choosing right venue is vital to your event success. There should be a connection between organization‚Äôs expectation from the event, the venue selected and the audience being served.

**4. Suitable Timing:**

Much like right venue, right timing is also vital to organize a successful event. To determine the right timing, there are many factors to be considered, such as days of a week, months of a year, holidays or other events in the calendar, type of event, location and many local factors.

**5. Draft a plan and follow the timeline:**

As now you have a definite goal and you know your target audience, it is time to have a plan to execute the tasks and achieve the goal. Depending on the size and complexity of an event start planning early enough so that you have time to understand every aspect of the event, its requirements, necessary actions and so on. You should determine the major milestones and deadlines before you begin.

Making planning plan is not enough, you have to follow the timeline and keep track of the work being done.

**6. Create content that attracts your target audience:**

One of the most important factors to consider is what value event is gonna provide to attendees. Create compelling content that attracts your targeted audience, serve the information that your audience wants or solve their problems. Add some value, don‚Äôt just use blatant sales pitches for your business.

**7. Design the message you want to share through the event**:

Well, creating content and having your audience to consume it is actually a boon to your event objective. It provides you the opportunity to design the message a way that attendees agrees with or accept easily. You don‚t just throw events to cheer up the participant; events should achieve its mission, which is to provide information that helps the audiences understand the organization and its contribution and impact. That makes the attendees to trust the organization.

**8. Lead capture mechanism:**

This is very likely that for events capturing leads of potential prospects is the primary goal. If taken care of all of the above things, it will make generating leads easier but you need to plan how you are going to capture your leads. Think of some creative methods or mechanism that you think will work best for your events.

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