



Bossed Events, LLC

Branding. Life Management. Events.



**10 Dynamic Tips for Corporate Event
Planning & Coordinating**

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Define your role

KNOW THE DIFFERENCE BETWEEN A PLANNER & A COORDINATOR

Event Planners: Do just that. They work behind the scenes during the initial planning stages of your event. They can also serve as coordinators, but be sure you understand which tasks are assigned to each roll.

Event Coordinators: Coordinate and execute at your event. They usually handle vendors, deliveries, and all of the day of details so that you can concentrate on actually hosting your event!



Purpose

**IDENTIFY A UNIQUE PURPOSE FOR
HOSTING YOUR EVENT**

What is the purpose of your event?
Make sure that it is helpful, informative,
entertaining, and impactful!



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Budget

PLAN THE DISBURSEMENT OF YOUR BUDGET

Set your budget early. Things to consider are venue, refreshments, rentals, entertainment/speakers.

Consider sponsorships & fundraisers to ensure that you have the seed funds needed. DO NOT rely on ticket sales to fund your event!



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Know your ideal demographic that you are attempting to reach when hosting your event. Both your marketing & event content must be strategically targeted to this audience.

**CLEARLY DEFINE YOUR
TARGET AUDIENCE**

Audience

Agenda

OUTLINE YOUR EVENT AGENDA



Outline your event and create an agenda.

Make sure it is available for your attendees during the event.

Organization

ORGANIZATION IS KEY

Organization is a two-factor aspect of event planning. You must consider the actual “physical” aspects of organizing the event (floor plans & logistics), but you must also consider the organization of your human resources and monetary assets as well.

Marketing

STRATEGIZE YOUR MARKETING PLAN



Ensure that your marketing campaign is impactful.

Utilize your local, free marketing resources.

Structure your social media campaign in stages with eye-catching and thought provoking images & content.

Be sure that you identify the ROI for all parties involved in your event during your planning phases.

This sets the tone for your buy in factor which will, in turn; impact your conversion rate.

What key components will everyone take away from speaking at and/or attending your event?



**IDENTIFY THE RETURN
ON INVESTMENT**

ROI

Motivation

**SOLIDIFY THE
MOTIVATION TO ATTEND**



What is your Call-to-Action message?
What will create momentum to move your potential attendees from “interested” to actual sales and attendance?

Create a delightful event experience for your guests. Be mindful of the little details that show thoughtfulness. Set the atmosphere with music, interactive stations, group/table activities, etc.



Atmosphere & Customer Service

**ATTENDEE EXPERIENCE & FOLLOW UP
TEAM REVIEW**

Be sure to continue the interaction with your attendees by creating a survey for feedback to improve on your events.

Take a minute to send personal, hand-written notes, to your speakers & vendors.

Hone in on about 10% of your attendees, and show them a little personal attention by giving them a call or email after your event to see if they have additional questions.

Great opportunities to get valuable insight for future events, content creation and social medial postings.

Take time to sit with your team and discuss your pluses & deltas. It's beneficial to conduct a quick debriefing immediately following your event, and then have a more in depth team meeting (within in 72 hours) while things are fresh.



When in doubt,
Hire a professional!

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