

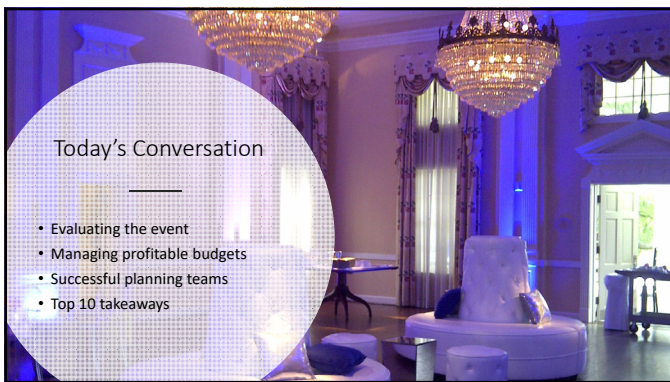
Event Planning
Achieving
Maximum Impact
& Profit



Kym Leibham • EventWise • Lakeland University

Today's Conversation

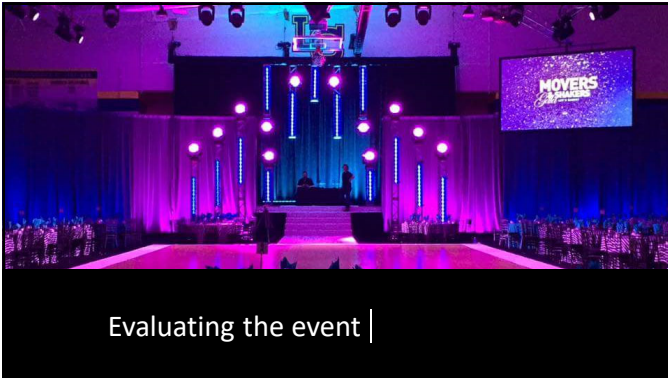
- Evaluating the event
- Managing profitable budgets
- Successful planning teams
- Top 10 takeaways



Strategies

- Decide standardized impact factors
- Set measurable goals for each impact factor per event
- Competition
- Event implementation



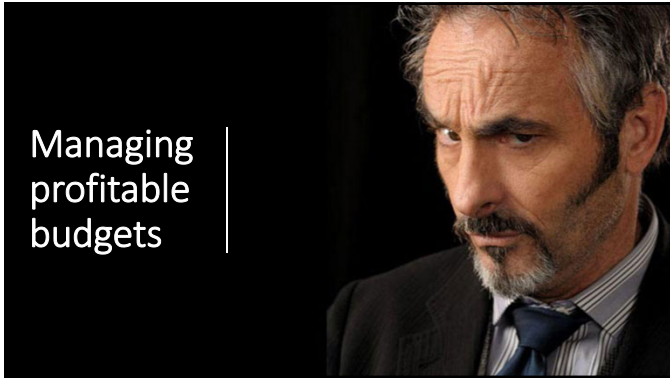


Event Evaluation		Not Met	Needs Improvement	Satisfactory	Above Average	Exceptional	Goals	Phase 10 in column for 3 of the top event	Weighted Score
Evaluation Criteria	Description	1	2	3	4	5	10		
1) Connection to Mission	Is the event suitable to the organization's, strategic goals or mission?								0
Comments									
2) Educational Opportunity	Does the event provide opportunity to educate and/or inform about/for programs organization/school?								0

Viability Matrix – Evaluating & Charting

Event	Cultivate donors	Sponsor Opportunities	Profit	Community Impact	Mission Incorporated	Average = the Mission Impact Score
Annual Gala	4	4	4.5	3.5	2.5	3.7
Golf Tournament	3	4	2.8	1.8	4.4	3.2

- Standard impact factors column heading
- Events down first column
- Assign a value to each impact factor, based on the event
- Average the impact factors for the "Mission Impact Score"







Budget steps

1 Set NET GOAL = \$150,000	2 Assess EXPENSES = \$60,000	3 Determine TICKET PRICE • Ticket price: \$200 • Guest count: 250* <i>ticket fees should cover costs of event</i> • Consider comp tickets	4 Evaluate potential REVENUE • Sponsorship levels • Additional revenue • Identify in-kind opportunities
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Team Formation

- How will the team operate
- Selecting members the most important step
- Identifying team member roles upfront
- Communication



