

Three tips for an amazing event

Plan

Plan to plan for your plan's plans. Planning is extremely important for any endeavor. This is especially true when you only have one shot, like in the case of a live event. Try to plan for even the most unlikely situations. It may be what ends up saving a disaster. Buy a \$2.00 notebook and dedicate it to writing out your plans for the event. Having your strategies written out is very important.

Collaborate

Research done by psychology professor Dr. Gail Matthews concluded that those who merely formulate goals but don't write them down only accomplish 43% of those goals. Those who write them down accomplish 64%, and those who write their goals down and share them with a friend accomplish 76% of their goals. If your goal is a successful event, why not give yourself the best chance to succeed? Find a few people who can look through your notebook and provide their ideas or suggestions.

Promote

This cannot be stressed enough. Too many events get cancelled because a lack of attendees. Even more events are underwhelming and don't meet their objectives because the event doesn't garner the expected traffic. Brainstorm strategic and affordable advertising methods. Figure out what metrics need to be tracked to ensure your event is getting enough promotion.