

The book cover features a vibrant green background with a subtle, repeating pattern of hexagons and lines. A large, solid brown rectangle is positioned in the upper right corner. Below this, a white rectangular area contains the title and author information. The title 'Planning and Marketing' is written in a large, green, sans-serif font. Below the title, the author's name 'By: Aladdin Hasmani' is written in a smaller, dark grey, sans-serif font. A thin green horizontal line is located at the bottom of the white area.

Planning and Marketing

By: Aladdin Hasmani

Planning your event

- Step 1: identify needs
- Step 2: develop program goals and objectives
- Step 3: organize plans and details
- Step 4: implement plans
- Step 5: evaluation of event

Step 1: identify needs

- What kind of audience will you be targeting?
- How large/small would you like this event to be?
- Does the type of event you plan on having limit the size of your potential audience?
 - If so, how will you decide you should attend?

Step 2: goals and objectives

- What is your goal for the outcome of this event?
- What do you need to have in order to accomplish those outcomes?
- What is the purpose of your event?
- Describe what you would like the participants to learn or experience from the event?

Step 3: organize your plans

- What do you need in order to accomplish your objectives?
- When would be your ideal time to hold the event?
- Develop a realistic timeline including contracts, reservations, accommodations, publicity deadlines, etc.

- Booking a Venue/Facility
- Establishing a budget
- Contracts
- Publicity/Advertising
- Determining goals
 - Make a list of what needs to be done before, during and after the event.
(sound/production, registration tables, etc)
 - Consider making a check list

Step 4: implement plans

- Assign tasks and roles appropriately.
- Determine who will actually be executing the event.
- Instruct clear expectations as to who will be responsible for each role and how exactly will they fill in the role.
- Involve as many people as you can because people enjoy supporting something that they played a part in planning/organizing.

Step 5: evaluation of event

- The evaluation process should consist of the following:
 - Audience feedback
 - presenter/entertainer/facilitator experience
 - Event organizers thoughts and recommendations

Step 5: evaluation of event

- Ask questions such as:
 - Did you feel the events goal and objectives were accomplished?
 - What areas do you think went well?
 - Was the event well attended?
 - Which vendors or services should/not be used again?

Step 5: evaluation of event

- You can distribute evaluation by email, email, or having it on your website
- Keep evaluations on file for future reference



Advertising for your event

Advertising your event

- Social media
 - Twitter
 - Facebook
 - Instagram

Advertising your event

- Posters
- Banners
- Flyers
- Radio stations
- Word of mouth
- Emails to your club membership list
- Chalk
- Advertising at downtown shops



For further information
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