



Society for Marketing Professional Services



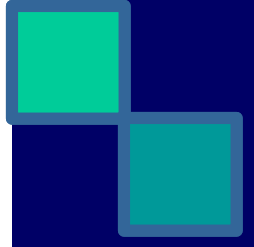
Event Planning

Deb Johnson


Updowntowners, Inc.



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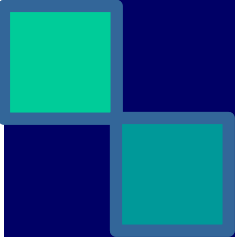



A non-profit, volunteer-driven organization that exists to enhance the vitality of Downtown Lincoln through the production and support of social and cultural events.





Uptowner's Events

- 
- Community Events
 - Social Events for Members
 - Partnerships/Event Protocol
- 



Community Events

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- Downtown Holiday Lighting Ceremony
 - Star City Parade
 - July Jamm
 - Abraham Lincoln Birthday Celebration
 - Foundation Garden Concert Series
 - Special Olympics Torch Run Ceremony
 - Downtown Technology Fair Reception
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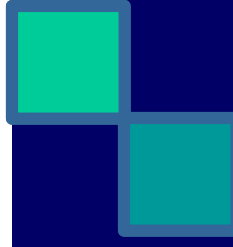



Social Events for Members

- 
- Awards & Recognition Party
 - Haunted Halloween Party
 - Progressive Dinner
 - Spring Break FAC
 - Volunteer Appreciation Party
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Partnerships

- Haymarket Heydays
 - Sheldon Memorial Art Gallery Reception
 - Lincoln Children's Museum Birthday Celebration
 - Chocolate Lover's Fantasy
 - Jazz in June
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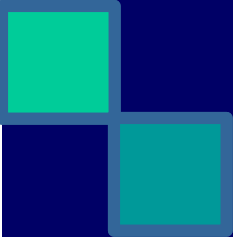



Setting Event Goals





Vision Statement

- 
- Create a vision statement for each event
 - Vision's should focus on long term goal
 - When setting a goal for your event begin with your vision statement.
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July Jamm will become the premier annual summer festival in the Midwest Region.



Mission Statement

When setting event goals it is important to develop a mission statement




The Updowntowners' July Jamm provides a high quality music, food and art festival for a diverse audience, while promoting downtown as the heart of the Lincoln community.



Developing Your Event Goal




Process Planning Goals vs. Outcome Goals:

- What are you trying to accomplish with the event
 - What are you trying to accomplish inside your organization
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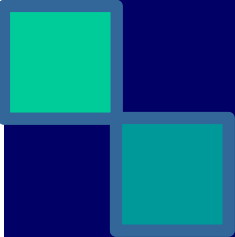



Guiding Principles

- July Jamm will be a volunteer-driven event
 - The festival will be user-friendly for July Jamm guests
 - July Jamm will provide high value for guests balanced with the need for profitability
 - The festival will appeal to people of diverse cultures, ages and abilities
 - July Jamm will provide a fun and memorable experience for guests, volunteers and the event committee
 - July Jamm will be a safe event for all participants, paid workers and volunteers
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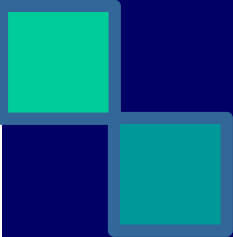



Goals Must Be S.M.A.R.T.

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- **S**pecific-knowing exactly what you want to accomplish is important so that you always have a particular objective in mind
 - **M**easurable/observable-the written goals should reflect a tangible outcome, so you can evaluate your success
 - **A**ttainable-be realistic about what you can and cannot do
 - **R**ecorded-it's easier to keep track in accomplishing a goal if you can always refer back to it
 - **T**ime limited-deadlines are helpful so that you can stay focused on your purpose
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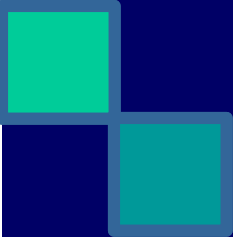



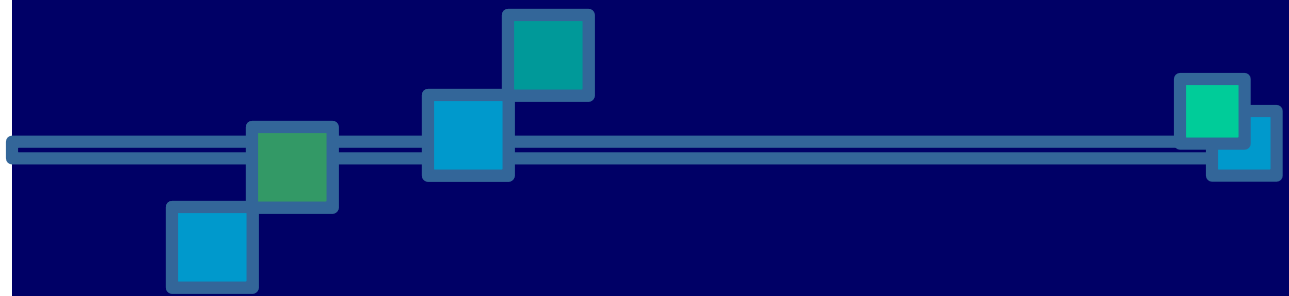
Goal and Objective

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- State your desired goal for the event
 - consider the process and the outcome
 - State your desired objective
 - what do you want to accomplish with this event
- 


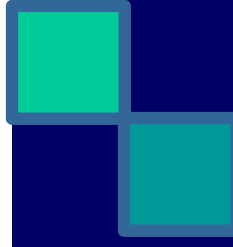


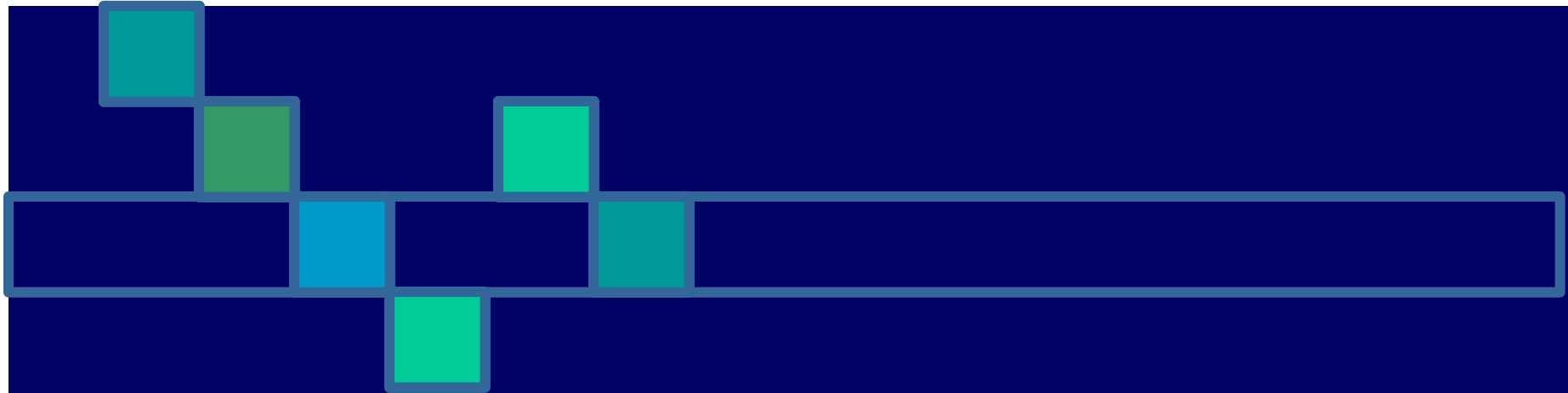
Available Options

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- State all options for your goals
 - List advantages & disadvantages
 - State cost of each option
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Once you have worked through the process you should be ready to set your event goals.

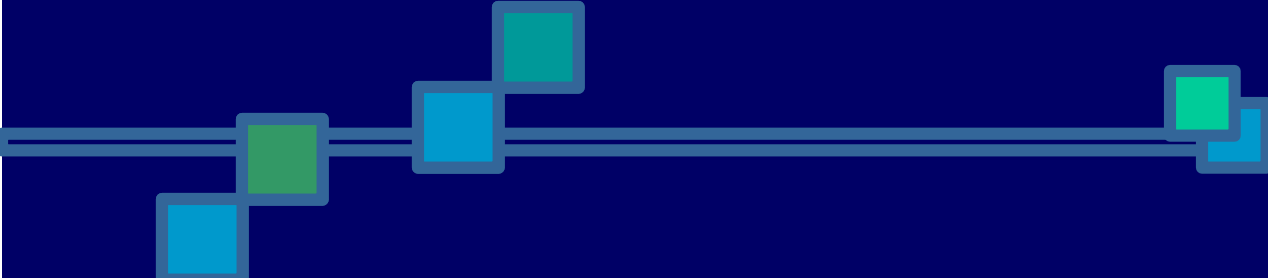





Putting Together Your Event Budget



Events should not cost your organization money




All events should be self-sufficient through the use of:

- Sponsors
 - Vendor fees
 - In-kind services
 - Group advertising
 - Admissions
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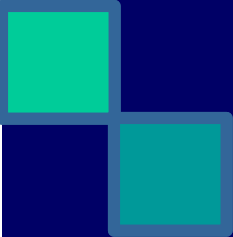



Keep in Mind

- Much of the revenue from the event is used to pay for the event
 - Operating budget for organization to produce events comes from events
- 



Creating your Budget

- 
- Evaluate past budgets for the event
 - For new events, have committee chairs formulate budget (expenses & income) by researching options for their portion of the event
 - Submit all budgets for financial approval before event planning begins
- 



July Jamm Sample Budget



Income

- Art
- Beverage
- Food
- Logistics
- Administration
- Souvenirs
- Sponsorships

Expenses

- Administration
 - Art
 - Beverages
 - Communications
 - Entertainment
 - Food
 - Logistics
 - Souvenirs
 - Sponsorships
 - Streetscape
 - Volunteers
- 



JJ Administration Budget



Income


- Gate Revenue

Expenses

- Bank Service Charge
 - Beverages/Food-Comp
 - Committee Shirts
 - Jamm Tees-comp
 - Letterhead/Postcards
 - Miscellaneous
 - Passes/Lanyards
 - Postage
 - Sales Tax
 - Supplies
 - Telephone
 - Ticket Printing
- 



In Conclusion

- Identify your vision & mission & set your goals and budget to align with them
 - Decide what your organization wants to achieve for the event
 - Goals and budgets must be specific & believable
 - Act to set your goals in motion
 - Goals must have target dates for completion
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Questions

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