

Marketing Insights

Marketing & Public Relations Strategies from Bay Marketing Consultants

SUCCESSFUL EVENT PLANNING

PLANNING AND PREPARATION DOES PAY OFF

Even the most well organized planner knows that planning an event can be stressful, especially if you have many other day-to-day responsibilities.

There are many key factors to consider before you begin planning your event. Bay Marketing Consultants helps businesses and nonprofit organizations organize successful events, and in this issue we will share some planning tips.

If you don't have much experience planning events, or much time to dedicate to it, you need to get help from volunteers, or professionals if your budget allows. A successful event takes time and money; not utilizing your resources properly may lead to an event that does not meet your expectations.

When considering locations, caterers and service providers such as valet companies, read the contract and rules of use very carefully. Be sure you have a clear understanding of what will be provided, i.e. will the caterer provide tables for the food, or do you need to

rent elsewhere? Also, know what will happen if you need to cancel. Many caterers and vendors require up to 50 percent of your contract amount if you cancel within five days of the event.

Give plenty of time for guests to RSVP and offer them options such as email and fax. If you are using the event to market your services or company, consider contacting the invitees in more than one way. Follow up your print invitation with email, fax or phone. You are spending money on your event so do all you can to make sure your targeted audience will attend.

If your event will be outside, consider how weather will affect it. You may need extra ice, tents, lights etc. If you plan on renting a room, determine how many can be accommodated in the room and be aware that stages, buffet lines and awards tables will take away from the number of guests you can host.

Create a budget that is specific and includes expenses as well as any revenue possibilities. Be sure to include expenses for extra supplies, printing and miscellaneous items that will inevitably arise.

Hold a walk-through the day before to make sure that you have accounted for all aspects of the event. This will allow you to deal with any last minute concerns or questions.

Dazzle Them with Decorations

A well-decorated setting can set the theme for the event and help guests to feel special. Consider these options for decorating at your next event.

- Simple and plain is usually most elegant
- Rent extra plants for a large or plain room
- Create posters citing your accomplishments/services and photos of your team
- Make sure center pieces are either low, or extra tall and see-through so your guests can talk
- Try white or colored strung lights (like Christmas tree lights) instead of candles to set a mood

Have a plan B in case in case problems occur. For example, what will you do if equipment does not work? How will you handle any emergency that may arise?

After the event, evaluate it. Decide if it fulfilled your goals and objectives. Identify the things that you liked and disliked about your event.

Bay Marketing Consultants is a MMBDC Certified MBE

www.baymarketingconsultant.com



Bay Marketing Consultants wishes all of our friends a very happy holiday season. We thank our graphic designers, printers, photographers, event vendors and other suppliers for their support, and wish everyone a prosperous new year.

We would like to extend a warm welcome to the organizations that have recently joined our client list:

National Association of Black Automotive Suppliers (NABAS)

USAMartialArtist.com

Vibration Control Technologies



Justin deMatas, Holiday 2002

Bay Marketing Consultants Event Planning Services



Guests enjoy refreshments at the opening of Hutzel Women's Hospital

Bay Marketing Consultants has been busy over the past several months helping clients with a variety of events and meetings:

Faurecia Supplier Days – assisted with tent cards, videography and rentals for a supplier meeting.

Hutzel Women's Hospital – organized open house to celebrate relocation to new site. More than 800 guests attended.

Harper University Hospital Organ Transplant Center Reception – designed, printed and mailed invitations, organized catering, entertainment and décor for a reception.

Speaking of Women's Health – assisted with logistics, management of the exposition hall and signage for one-day women's conference with more than 1,000 guests.

The Learning Channel (TLC) MATERNITY WARD Premier – helped Hutzel Women's Hospital organize a special premier for media and employees for its debut on the award winning MATERNITY WARD show.

Bay Marketing Consultants assists with all aspects of event planning including creating invitations, selecting locations and refreshments as well as providing suggestions on how your organization can have a successful event.

Contact Us: Marketing Insights is published by Bay Marketing Consultants • Editor: Randy deMatas
12327 E. 11 Mile Road • Warren, MI 48093 • Telephone: 586-757-2177 • Fax: 586-757-6997
e-mail: randy@baymarketingconsultant.com • baycon@aol.com • website: www.baymarketingconsultant.com
Bay Marketing Consultants is certified by the Michigan Minority Business Development Council as a Minority Business Enterprise