

## Event Planning Guide

Planning an event is not an interesting task, but proper guidance and professional event planners can help in making it successful. Let us go into the systematic event planning details. The following points could be of help to you to plan an event successfully.

- 1) Requirements of the Event and Time Plan: Decide the sequence of the main events for the day and develop a time plan accordingly. Work your way backwards from the day of the event and keep enough time for preparation of each activity. Prepare a list of things to be done like arranging for caterers, purchasing, decorations, invitations, bookings, licensing etc. It is best to hire an event planner, as he will be able to make the job very easy for you.
- 2) Budget: Make a rough estimate of the budget. A well-defined budget helps to keep the events under economy. The estimate you make should be liberal and then you can make changes in your plans to cut down on extra items and events. Feel free to ask your event planner for suggestions to cut costs. Event planner are experienced people who deal with all sorts of clients, hence they will strike the right balance for you. Nonetheless, you should make sure you do not compromise on quality. The items need not be rich, but they should have quality.
- 3) Deciding the Theme: Any event can be made really interesting if there is a theme around which it is organized. For example, a simple birthday party can be made lively if you decide on the favorite cartoon character of the birthday child as the theme for the party. Similarly, a wedding anniversary can be organized around a central theme. You could hire some professionals entertainers according to the theme.
- 4) Event Planners: Event planners are very helpful when you have to execute an event with utmost precision and least botheration. Search for a good event planner who can satisfy your needs according to the theme of the event and your budget. Work closely with the event planner to get the details of the plan. Make sure you search well before finalizing an event planner as he should not only arrange for the event well but also communicate with you often and satisfy you.
- 5) Venue: Visit the venue and check the items that shall have to be arranged by you or the event planner. Choose a venue that is not too far for the guests to reach. There could be items like chairs, tables, linens, decorations, lighting, tents, crockery, music etc that have to be rented. Check with the event planner the quality and quantity of these items.
- 6) Guests and Invitations: Once the theme, date and venue are decided the number of guests can be decided and the invitations can be sent according to the theme of the event. It is best to obtain a reply from the guests so that you can have a final estimate of the guests.
- 7) Food and Drinks: Pay special attention to the food and drinks according to the guests you are expecting. Decide about the meals, refreshments, snacks and drinks to be served but do not go overboard; remember that people come to the party to have fun and not solely to eat and drink. Co-ordinate with the event planner, obtain the menus and budgets of different caterers. You could check the preparation of the caterers before finally hiring them.
- 8) Music and Entertainment: Some form of entertainment is very essential for any occasion. Your event planner will have a wide variety of options for this. Playing music, hiring deejays, performances of bands, enactments etc can bring a dull event to life. Light music playing in the

background while meals are served and loud music for celebrations can be very suitable. Make sure that you listen to the samples of music and take an audition of the entertainers you hire.

- 9) Decorations: Flowers, streamers, festoons, balloons, props etc are a must for making the event colorful and interesting. Your event planner will assist you in deciding the decorations according to the theme of the event and the occasion. Take special care to decorate the stage, if any, for the event. Be sure you rent the required materials in time and keep some standbys for perishable items like flowers for decorations.
- 10) Photographs and Video: The event will soon be over and there is no better way to remember the happenings of the day than to record it. Arrange a good photographer and do not make the mistake of telling a family person to do the job. A professional suggested by the event planner is best suited for such occasions if you want best results. Inform him in advance about the main persons and the VIPs of the event.
- 11) Lighting: If the lighting at the venue is poor, the whole event will lack luster. Lighting is not only required for the stage, but also for the seating area. Visit the venue at the time the event is to be hosted and determine the requirements for lighting the place. Professional lighting companies help in lighting according to the theme and mood. Your event planner should be able to give you enough options on this front. Candles, lampshades, dimmers etc can be very effective if used properly.
- 12) Back-ups: Any event can be a complete mess if the weather plays spoilsport. Make sure you have back up arrangements for seating of guests, especially for outdoor events, food, lighting, decorations, photographers etc. You need not hire high priced professionals for this; your event planner shall be able to provide cheap substitutes in case of emergency.