

# MY 10 MUST HAVES

## *for Event Profitability*

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### Design the Details

You have The Vision & Mission, now let's make it official by creating the event's design board, timeline, agenda, layout, and program- this is your first draft and will be utilized for setting goals & efficiencies



01

### Tackle Your Target Markets

By identifying & defining the Internal & External Markets, you'll be able to align the event's vision, mission, and goals for your organization's relationships with the event's sponsors & donors, vendors, suppliers, advertisers, attendees, stakeholders, staff, and volunteers



02

### Bring on the Budget Breakdown

The Budget is NOT just expenditures or costs- this is one of the biggest misconceptions. It includes every monetary value associated with conducting event business and includes expenditures/ costs + percentages, staff & volunteer labor hours, asset usage value, revenue/income, underwriting values, and in-kind donation values



03

### Conquer Compliance

Compliance is the series of Liabilities the event host/ organizer | planner | promoter is Legally responsible for; from event insurance to event & vendor permitting, event & vendor (services & equipment) health & safety to event security & venue guidelines. Did you know that you & your stakeholders can be fined & the event closed down by local event authorities or be civilly and/or criminally sued? Take Compliance Seriously, It's Achievable



04

### Protect the Assets

Yes, your business already has Event Assets. Create & Maintain your Inventory List of every item that your stakeholders/ staff/ volunteers utilize to design, plan, coordinate the event and then acquire your protection. From office equipment to safety equipment, marketing kits to step n repeats, supplies to decor, from event insurance to director's insurance, these items possess more value than you realize and could have a potential negative impact on the event budget



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### Tackle Technology

Technology Equipment, Programs, Apps, and Subscriptions- Oh, My! Not every event technology is created equal Nor is having more technology a good thing for efficiencies. From digital design boards to timelines, registration & ticketing platforms to digital invitations & surveys, from event flyers & marketing to volunteer sign-ups & event budget records, selecting the appropriate technologies promotes efficiencies & encourages goal achievement



06

### Generate Revenue

It's time to Fund the Vision & Mission of the event! Here, create multiple streamlines of revenue; for best results design a minimum of five sources.. From simple open donation opportunities & product purchase to creating a sponsorship + underwriting program providing goal-oriented opportunities for income & participation. Remember, be creative so that you never leave money on the table or miss an opportunity to build partnerships & relationships



07

### Marketing the Mission

Its about telling your story, showcasing your journey, and sharing your goals- Marketing is your Who, What, When, Where, while spotlighting the WHY & HOW, Create your Marketing Plan with Purpose! Events are not just a private/ corporate/ community gathering, Its the opportunity to increase awareness & enrich each & every relationship



08

### Building the Team

Is more about establishing the organization's internal Relationships. The best place to start is Defining the Event Team's Purpose & Goals with listed & defined Roles (assignments & achievements) needed to fulfill that purpose. Remember to Stay Focused: Acquiring Purpose driven, Talented Team Members is the goal. Establishing more roles does Not equal success and has the potential of negatively affecting the event's vision, mission, productivity level, and budget



09

### Test the Theory

An event's achievements are basically a theory until proven to be successful, regardless of how many years you've hosted the "same" event(s). Why? Too many factors play a part in achieving a level of success. Time, Budget, Goal Achievements, Level of Participation, and the Event Eperience for all internal & external target markets are your guidelines to success. This is accomplished by Event Evaluations: documentation + notes from the team planning, the event week of, the event day of, the post event team meetings, and the results of the internal & external surveys during the event team close out meeting



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