

By failing to prepare, you
are preparing for failure

Benjamin Franklin





EVENT PLANNING AND OPERATIONS





Planning vs. Operations:
What's the difference?

PLANNING = PRIOR TO

OPERATIONS = DAY OF





Pre-Planning

Plan Development

Plan Execution/Operations

Evaluation





DEFINE THE EVENT

What?





DEFINE THE EVENT

Cultural Celebrations

Art/Entertainment

Business/Trade

Sport Competitions

Educational/Scientific

Recreational

Political







DEFINE THE EVENT

- Who?
- When?
- Where?
- How?





PLAN DEVELOPMENT

- PLANNING TIME
- SPACE/LOCATION
- PACING/TIMING





THE EVENT PLAN







EVENT OPERATIONS

OPERATIONS PLANS
INTERNAL/EXTERNAL

TIMELINES





EVALUATION



Identify and solve problems
Find ways to improve management
Measure success or failure
Identify costs and benefits
Measure impact
Satisfy sponsors and/or authorities





EVENT PLANNING AND OPERATIONS



THANKS FOR LISTENING!!!!


