Market, Celebrate, Educate



Your Party, Your Theme, Your Style

Over the years, the one things we all grow accustomed to are the seasonal celebrations that take us in and carry us along. We are syphoned into festivities of fun and love with decorative displays, specialty foods, drinks, and promotional activities. These are times some of us look forward to and others float through for a host of reasons unnecessary to explain. Despite the why and how's, our events are often planned and careful attention given to details that make the date outstanding.

Cleopatra is most distant hostess I found who gained recognition for her many carefully orchestrated events denoting sexism, the classes, and the full use of servants. We find the lavish costume parties of notables such as Marie Antionette or Madame Pompadour are historically infamous in their use of dress, musicians, and food to please each galas invitees.

A liken to the social class of those times was the progressive nature of people who held formals of dine and dance, social gatherings for tea and biscuits, birthday parties, rites of passage celebrations to befit their culture, societal position, or sense family pride. Our ancestor has waltzed, shook everything doing the apache, slow dragged, and earned credits as break & pop and lock dancers. As, after locating the best location or space, music and dance are most notably event options each time.

The challenge that most of us face these days are changing and evolving the specifics to best create a memorable event for each guest. Flattering their decision to attend with good appetizers or Hors d'oeuvre, open bars, and platted or buffet service. These accents are only appreciated by those of similar class and experience and change in accordance to the host monetary empowerment. Along with the budget for the event one must develop their specific add-ins such as wearing or not wearing certain colors so as not to disrespect the host or hostess. Bringing gifts of a certain askance, donating to charities, and elective seating are complimentary to the party giver and expressed in the formal invitation. Invitations can be traditionally mailed or emailed. Some consider the use of technology a staggering and distasteful choice. Others value the time and reduced monetary investment.

The urgency for corporate meetings has also taken a likeness toward event design and planning. There are organizations for most causes social, industrial, career associations and government & agency gatherings. The reason for training, information updates, social exchanges, or identity affirmation among other creative operative moves, can either be small gatherings or become major event. Each have themes and design intensity is left up to the planner and location choices are the agency. Location is also an essential element just as theme(s). Some participants attend solely based upon location. Others are in obligation to network while fulfilling professional development classes.

Yesterday, 1928 into the 1950's, event planners formed their own professional organizations and contained and grasped control of their value (financial) and intent. Compared and solidified their functionalities. They use to bear interest into things as simplistic as invitation(s) wording, permits, budgeting, catering and even marketing. Today, with the evolution of the world wide web, we are able to find celebration invites online open to the public at will. This too can have its specifics and controlled entry antics but sets no other limits upon the nature nor quality of event guest. As they've become 'big business', trade shows, conferences, book shows, wine festivals, comedy relief, concerts etc… put in specific locations are typically open to the public at large.



Organizing events can be a tedious task as it involves a great deal of detailed planning surrounding a 'purposed' idea that someone wants to happen. The first considerations are of the 'themed purpose', it's audience and brainstorming exactly how to make it really happen. Some people utilize their anticipated throw-out number of guest to decide if it is a task to great to fulfill the planning obligation alone or does it require a 'team' of organizers? This typically becomes a matter of budget and the restrictions it implies for the host/hostess. At this point we generate the division of an 'idea' and a 'realistic' obtainable objective. As we all know, budgets reflect upon location, décor, menu items, and guest list size among other things.

Gathering a team can be of both professional and unprofessional aides. The important part is to find dependable people who you can trust to be appropriate, timely, and befit the imagery you desire to create for the occasion. Once you've secured your venue, it is then time to once again confirm the presence of each team member. And for the record, always assume Murphy's law is in effect; something or someone is bound to cause a change due to dates, times, emergency's, and un-escapable tasks. Others feel they no-longer wish to participate. These team changes are common despite proper planning and reconfirming their attendance.

Event locations are dependent upon the intention of the event itself. For public events such as conference or expos etc… volume is variable as the nature and structure is open and at will attendance even if there is an associated entry fee. Association conferences are preplanned and reserved with at will prepay status. Other party's or special occasions are often at smaller buildings and much more personal in planning. However, the venue itself is the location that offers the guest of honor and attendees the best experience at your affordable rate. It is readily found with a map for directions, transportation accessible, and expense control for parking etc… There should always be adequate space for seating, additional tables, stage or platforms necessary along with bathroom facilities, perfume parlors, and added amenities which provide comfort and ease of mobility for those requiring special accommodations.

There should be a seating chart for larger events to assure expected guest are cared for and in close association with those the host prefers. Also, guest seating may depend upon the type of event and fall into 'standard' mode as there are "industry standards" for varied styled events. Each event style, conference, expo, fundraisers, wedding, celebration (s) of life, accomplishment or gatherings of friends and associates for food feast & fun, all hold their own blueprint to a successful happening. Seating for weddings, birthdays, organizational functions etc…typically require seating charts having appropriate guest at specific tables. The others, are often at will seating hosting a table for speakers, moderators, special individuals at the front of the room. Some gatherings even offer different times or rooms when food is served along with a talk or topic choice. Those more liberal functions enable guest selected seating as they arrive for the event. Where guest sit is dependent upon the type of event being held.

As a part of party & event design is responsibility for the selection of sponsorship (pitching), special guest, host (s) and panelist & moderators. Each area has a broad range of potentials, however, the list must adhere to the theme and intention for the gathering. What this implies is that a conversation as the event planner with each potential person is required to find the most suitable, the most credible for each post of necessity. These individuals should hold a level of respect for this occasion, knowledge base for the subject(s) at hand, possible past experiences as such, be well versed as preparation for dialogue or questions, recognize their responsibility to the guest of honor, audience, and sponsors etc…. They are suggested to be a team player, good personality and know how to agree and disagree respectfully while espousing their own thoughts and beliefs. It is your responsibility to cover all zones, each area with each respective party well before the date of the actual event arrives to



assure each objective is fulfilled. If payment is required, it too must fit into the budget prescribed for the entire function.

Sponsorship in itself is the ability for the event planner or host to find persons or companies who hold interest or value for the function, the people involved, or site the date as a product marketplace. As the selector of such bodies, you must align each with your goals, search the opportunity, begin a rapport and build a relationship through which you can present a proposal introducing yourself or company's interest and intent. It is essential of listen and follow details as you sort through promotional ability, rates, and supplemental media access. Upon sealing the deal for your date understand that you are on the path toward plausibly a lasting relationship with future opportunities.

Concluding Thoughts

A party planners purpose and theme are what become the rising stars, catalyst toward what you hope to achieve. Clear, measurable objectives that realistically befit the occasion, the host, and audience interest as tagalongs to the budget and groomed environment, are what you're looking for. Prior to the big date, everything must be accounted for, confirmed and reconfirmed (configured), and kept on track in alignment with the blueprints you've designed to ensured in 'team effort and energy'. Established clear effective forms of communicating amongst all involved such as the team, vendors, sponsors, and attendees, is most important. Remember that if this is a private party, details befit the main intentions of the event and if a larger conference or expo of sort, it is in conjunction with the needs of the participants engaging conversation, interactivities, networking ability, good to great food quality, ambiance, functioning equipment, dependable speaker(s) & moderators and all other attributable factors.

And when the day's events conclude, it is also a necessary evil to enable thorough evaluation of your performance in total. This will provide feedback from which you and or your business can grow savoring what is good, fine tuning what is off kilter, as you nurture the things that made it special, stood out, and were done well.



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