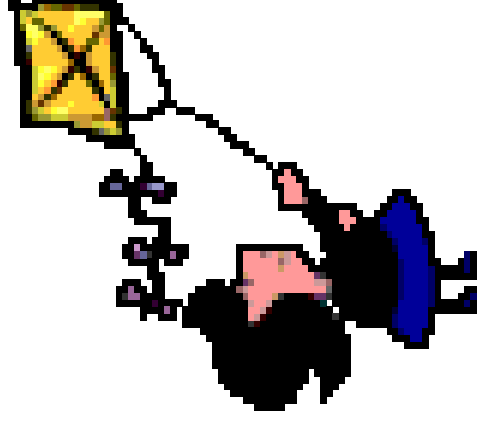


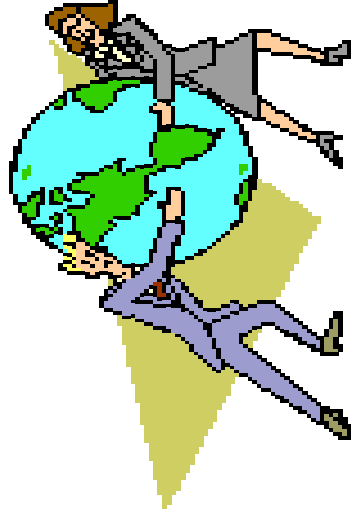
By failing to prepare, you  
are preparing for failure

Benjamin Franklin





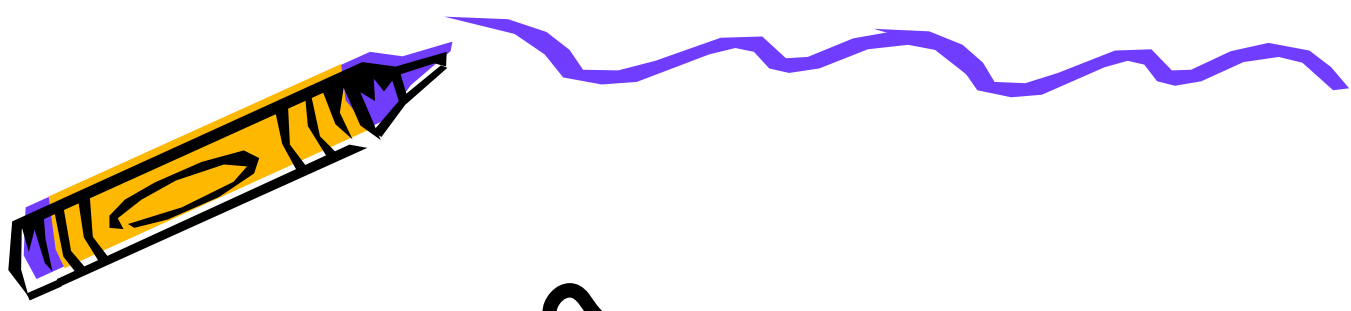
# EVENT PLANNING, OPERATIONS AND DEALING WITH GOVERNMENTAL AUTHORITIES



# Planning vs. Operations: What's the difference?

**PLANNING = PRIOR TO**

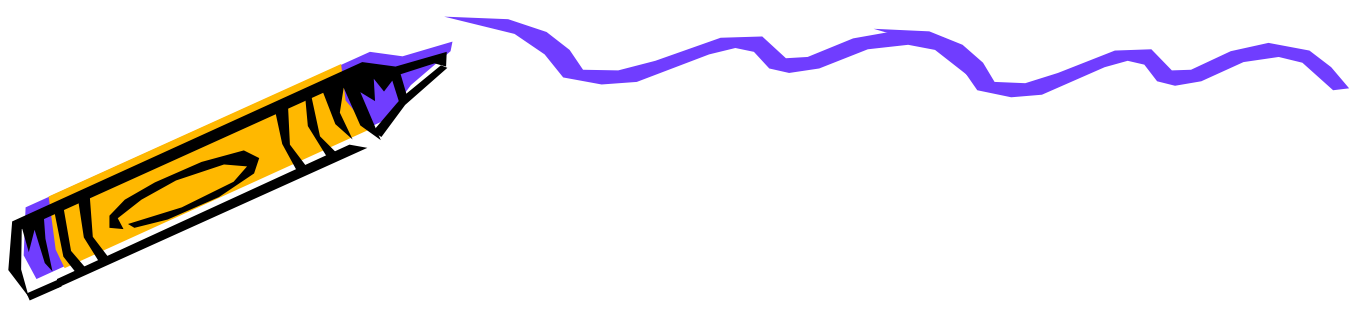
**OPERATIONS = DAY OF**





How Do Keep the "powers  
that be" happy?

- 1.
- 2.
- 3.
- 4.
- 5.



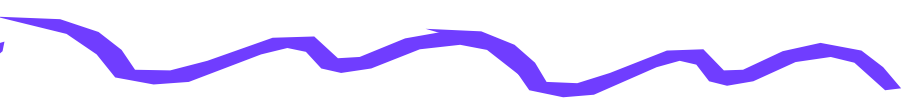
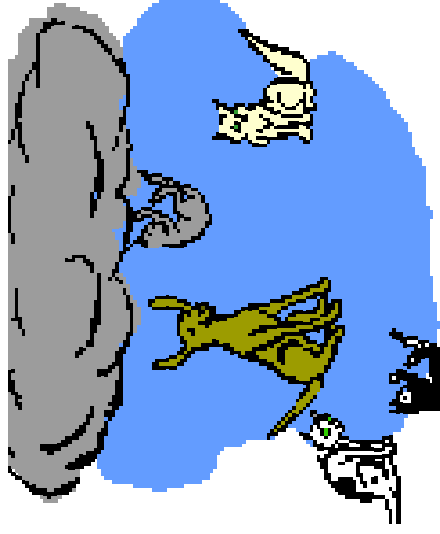


Pre-Planning

Plan Development

Plan Execution/Operations

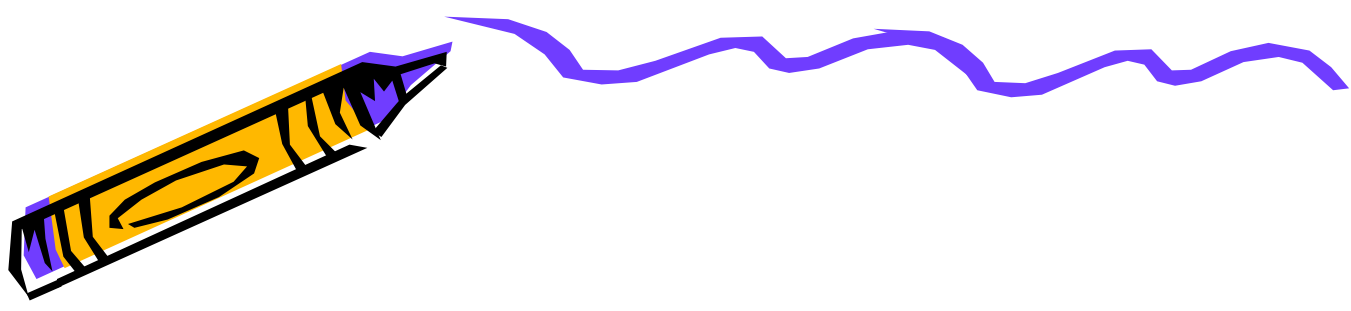
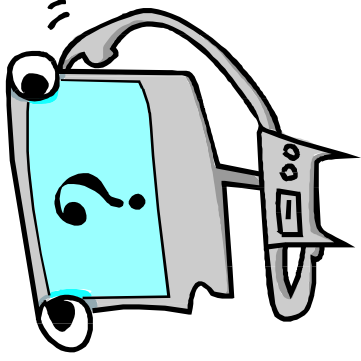
Evaluation





# DEFINE THE EVENT

What?





# DEFINE THE EVENT

Cultural Celebrations

Art/Entertainment

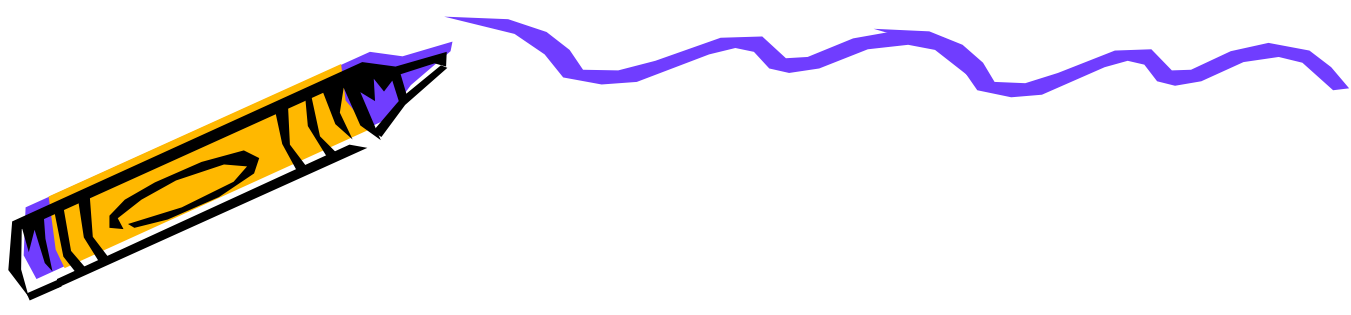
Business/Trade

Sport Competitions

Educational/Scientific

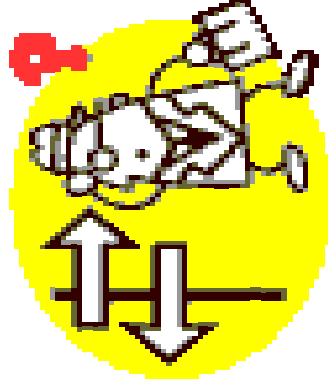
Recreational

Political



# DEFINE THE EVENT

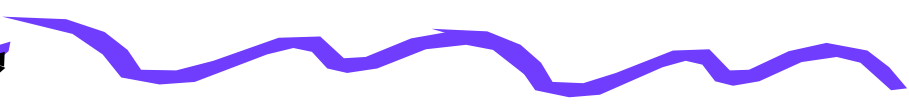
Who?



When?

Where?

How?





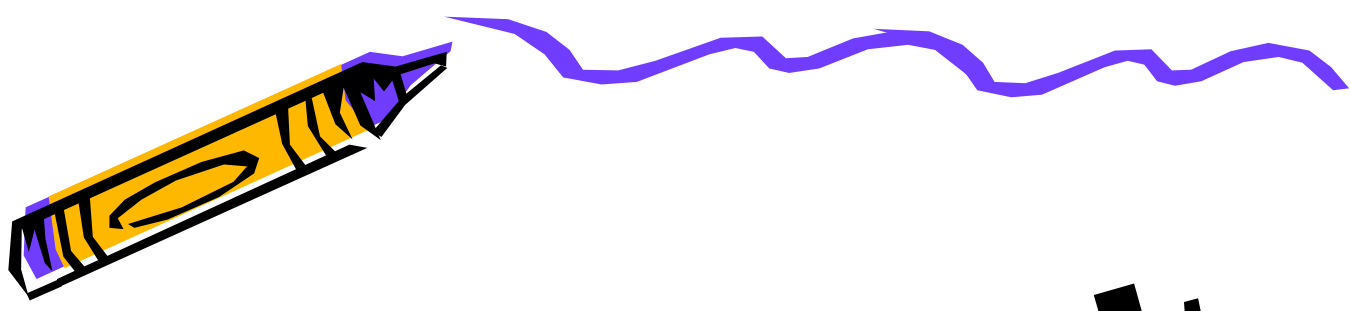


**PLAN DEVELOPMENT**

**PLANNING TIME**

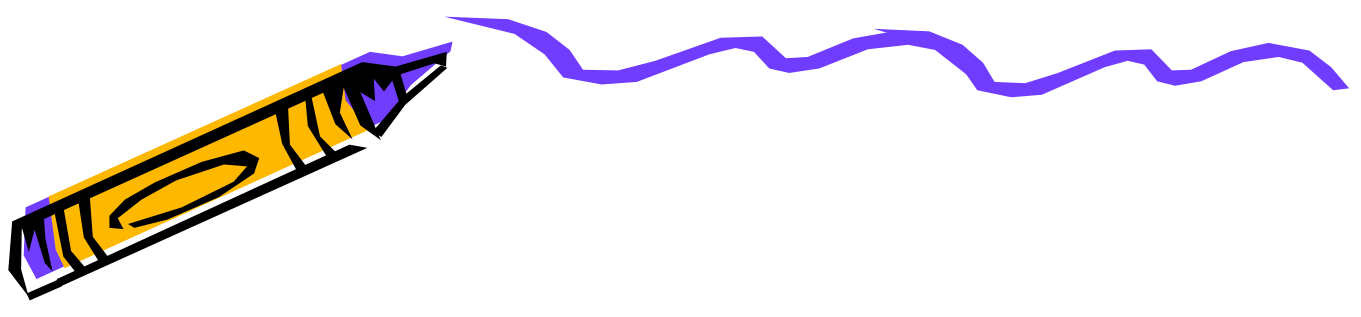
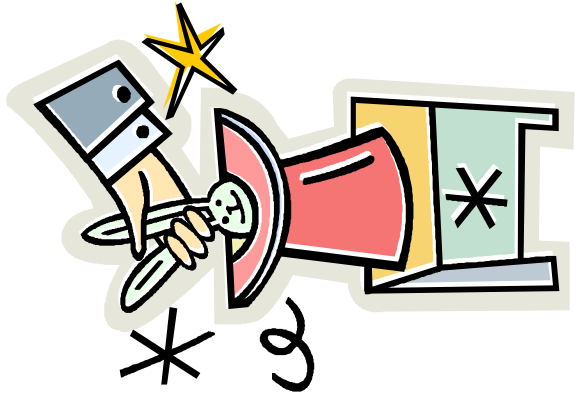
**SPACE/LOCATION**

**PACING/TIMING**





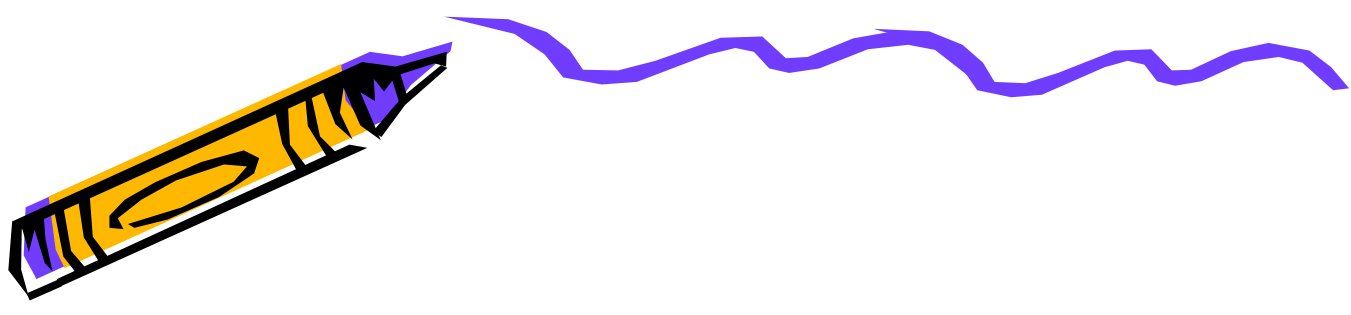
# THE EVENT PLAN





# THE EVENT BIBLE

- Holds all Plans
- Electronic Plan becomes primary with updates
- Paper copies become secondary
- Contents of an Event Notebook may include:
  - Site inspection forms
  - Contracts
  - Riders
  - Proposals
  - Schedules
  - Maps
  - Floor Plans

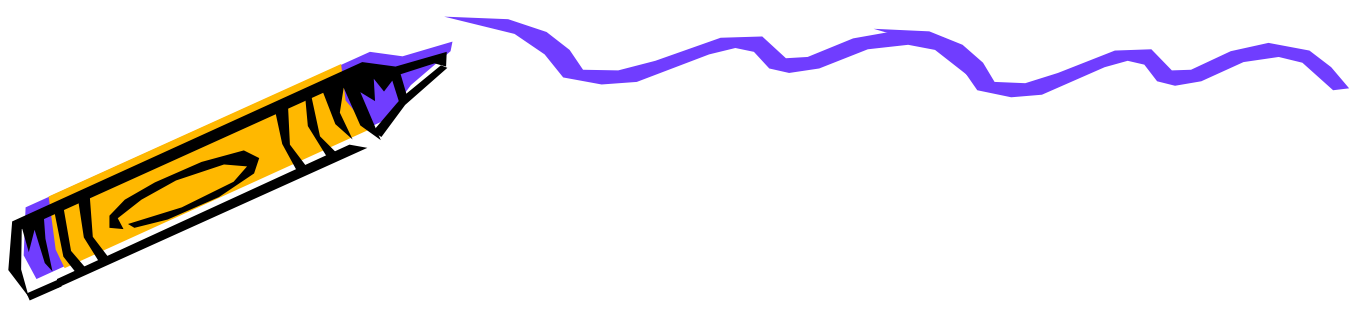




# EVENT OPERATIONS

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



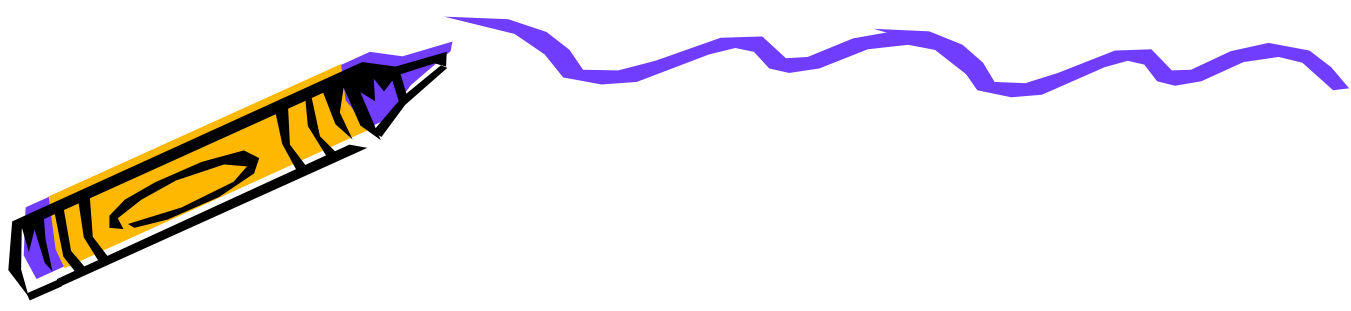


# THE 5 IMMUTABLE LAWS OF EVENT PLANNING

NOTHING IS AS EASY AS IT  
APPEARS TO BE

EVERYTHING TAKES LONGER  
THEN IT SHOULD

PLANS ARE THEORETICAL,  
OPERATIONS ARE REALITY





# THE 5 IMMUTABLE LAWS OF EVENT PLANNING

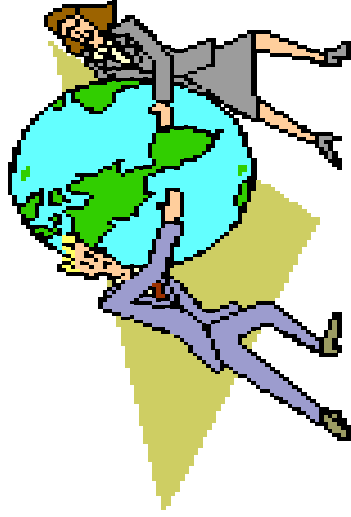
RELATIONSHIPS ARE EVERYTHING

MURPHY WAS AN OPTIMIST





# EVENT PLANNING AND OPERATIONS



THANKS FOR LISTENING!!!

