

Session Agenda

MONDAY, 10/15/12, 11:45AM – 1:15PM
SF MARIOTT, SAN FRANCISCO, CA.

Spectacular Events on a Shoestring Budget: Noelle K. Afualo

1. Type of Event
2. History
 - a. What happened last year?
 - b. Reality of budget
3. Theme: Creative Drives the Event
4. Wish List
5. Know Your Budget
 - a. *Set Goals*
 - b. *Budget Tracker*
6. Build Your Team
7. Planning
 - a. Research
8. Production Schedule
9. Monitor/Track Your Program
 - a. Schedule
 - b. Tasks
10. Sponsors
 - a. Get creative!
 - b. Forms (early on)
 - c. Build a matrix
11. In-Kind Sponsors
12. Silent Auction vs. Raffle Items
13. Event Collateral
14. Importance of FUN
15. Social Media Outreach
16. Measure Your Program
 - a. From beginning to end
 - b. Benefits of measurement

