

Implementing the Event

- ✓ Appoint a committee member to each VIP. Make sure they are greeted and escorted to where they should be.
- ✓ Fix it if you can. Speaker arriving late? Start the music, distribute cold water, etc.
- ✓ Appoint floaters and plan a check route. Assign committee members to check on performers, speakers and participants.
- ✓ Plan a communication system. Get radios and set up a command post for the committee to troubleshoot and handle emergencies.

Evaluating the Event

- ✓ Look at the total event. Did people have a good time? Where problems handled quickly and efficiently?
- ✓ Did you meet your original goal? Did you – make money, work within the budget, recruit new members, raise visibility, educate your audience?
- ✓ Did you meet your attendance projections?
- ✓ What feedback did you hear from those who attended? If you did a survey, what were the results?
- ✓ Did you get good publicity?
- ✓ Were the logistics successful – crowd flow, seating, services, food, location, etc.
- ✓ Were program participants and sponsors happy?
- ✓ Have you completed follow up – paid bills, written reports, thank you letters?
- ✓ Have you created a master file for next year?

