

Top 8 Do's and Don'ts in Event Planning

- ✓ DO know who your partners are and what responsibilities are given to each
- ✓ DON'T reinvent the wheel – recruit experts to be partners

- ✓ DO understand your partner's expectations for the event
- ✓ DON'T assume their expectations are the same as yours

- ✓ DO have a lead coordinator and committee
- ✓ DON'T carry the equal partners idea so far that no one can make decisions

- ✓ DO write down goals that all partners agree to
- ✓ DON'T hesitate to remind everyone of the agreed upon goals

- ✓ DO develop a publicity plan.
- ✓ DON'T forget to keep the media informed as plans develop

- ✓ DO be inclusive – recruit new volunteers, invite participation
- ✓ DON'T recruit only the usual community activists to participate

- ✓ DO select events that are realistic to accomplish
- ✓ DON'T try to achieve quantity over quality

- ✓ DO involved elected officials in planning – not just when you need money.
- ✓ DON'T forget to include elected officials in media coverage, proclamations, ribbon cuttings, etc.

