

## *Step 3: Prepare, Protect and Manage*

### **HANDOUT: Six P's of Perfect Party Planning**

Your master plan is in place, and you have determined that a new cultural heritage tourism event makes sense for your community. Use the following six steps to guide you through planning and implementing your event.



#### **1) Ponder the possibilities**

Think creatively about how to put together a unique event that will meet your goals. Once you have an idea, be sure that you have the resources—human, financial and otherwise—to carry off the event successfully.

#### **2) Plan ahead**

Write down your goals and objectives for the event. Create a timeline that identifies everything that needs to be done—who is responsible for each action, how much money is needed, where the money will come from and what the deadline is.

#### **3) Prepare**

Now that you have your plan in place, it is time to really get to work! There is no such thing as being *too* prepared for a big event. Try to stay ahead of schedule to accommodate the inevitable problem issues that will crop up.

#### **4) Promote**

You can offer the best event ever—but if you haven't put in place marketing strategies to spread the word, you may be disappointed in the attendance. Consider public relations, advertising and special promotions as well as printed materials.

#### **5) Present the event**

The big day has finally arrived! Be sure that key organizers are free to float and troubleshoot any last minute problems that arise.

#### **6) Pause and reflect**

Your work isn't over yet. After the event, it is important to say thank you to all the volunteers who helped to make the event a reality. Take care of all the follow-up details to close out the event. And don't forget to take a look back to identify what went well and what you could have done better. These lessons learned will serve you well in the future.

