

Before We Plan...

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Before We Plan: What Should Our Event Become?

Before we begin planning the next event, this is an opportunity to look beyond individual event elements and evaluate the experience as a whole.

Rather than starting with, **"What should we change from last year?"** we want to start with:

"What should this event accomplish, and what experience will best accomplish it?"

This gives us permission to keep what works, rethink what doesn't, and explore a different event model if it better serves our association and sponsors, and future members.

What Should Our Event Be Known For?

Select the statement that best describes the future role of the event:

The Business Networking Event

The place where our association comes together to build relationships, and

The Must-Attend Industry Event

A high-value gathering combining education, networking, recognition, and experiences that members prioritize attending.

The Member Experience

A broader gathering designed to demonstrate the value of our association through education, industry relationships, recognition, advocacy, and community.

Something Different or Combination: _____

What Should We Rethink?

As your team evaluates the event, everything can be considered:

Event format and length • Time of year • Recruitment • Number of vendors • Education • Awards • Fundraising • Sponsorships • Networking • Entertainment • Technology • Follow-up.....anything that is specific to your association.

The goal isn't to change things simply to make the event different. It is to determine which elements support the desired outcome, which elements need improvement, and which may no longer serve the purpose of the event.

Questions To Guide The Revamp

Who is the most important audience for this event?

Why should they make time to attend?

What can they get at our event that they cannot easily get somewhere else?

What do we want attendees talking about afterward?

What would make attendees say, "I need to attend again next year"?

What would make vendors say, "This event was worth my investment"?

Then We Define Success

Once we agree on what your event should become, we can establish the primary and secondary goals that guide the event. (another worksheet for that)

Event Purpose → Audience → Desired Outcome → Event Design → Measurement → Future Strategy

Instead of improving individual pieces of the existing event, this approach allows us to intentionally design the next version of your event around what members, vendors, and your association needs from the event today.

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