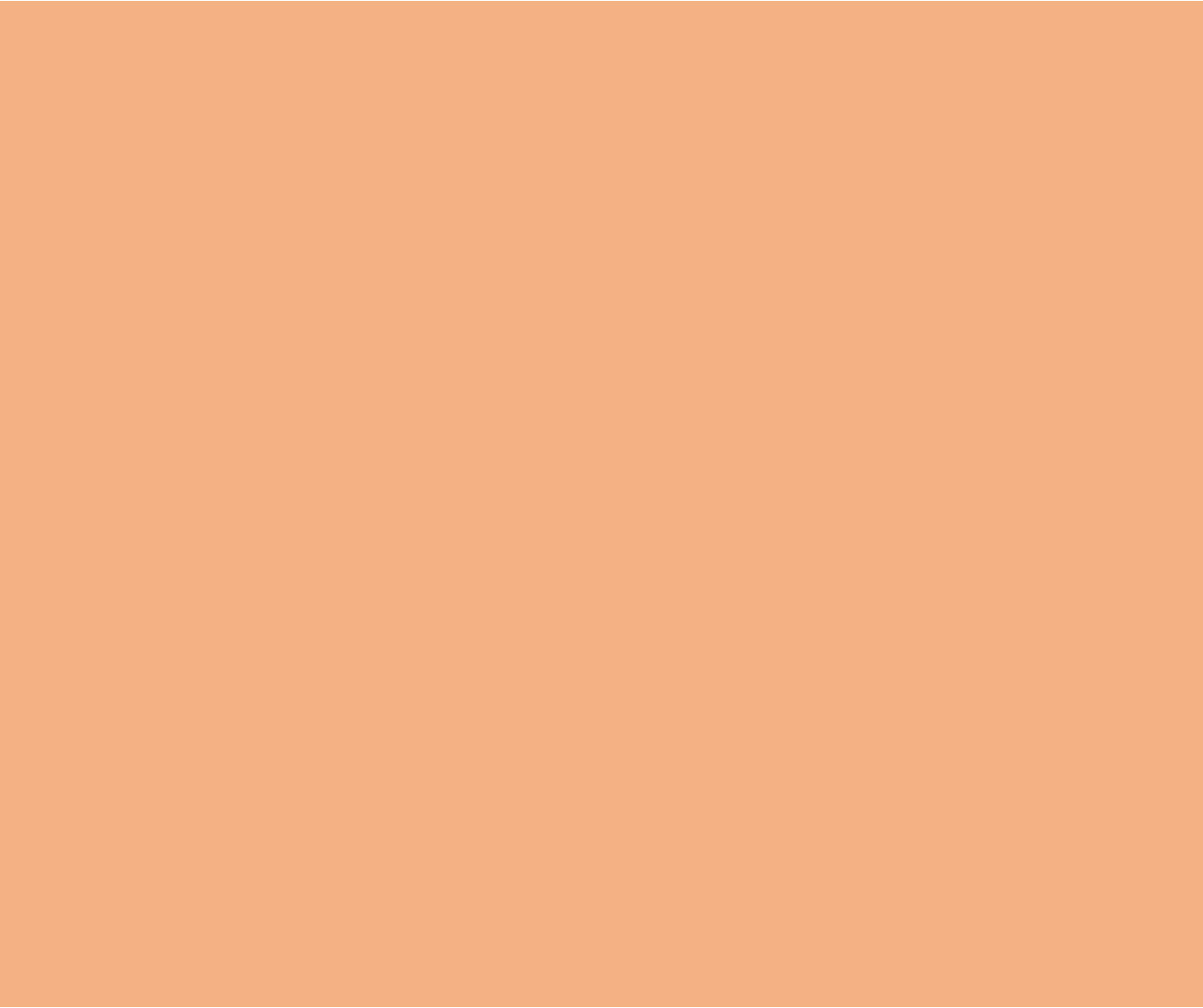




Event Planning 101

Josh Holliday, President
Lansing 5:01



Showcasing the
Best of Lansing
to Lansing's
Future!




ordinary > EXTRAordinary





The Basics



Meets Requirements



Meets Requirements

EXCEEDS EXPECTATIONS



The Basics

- Build a TEAM



The Basics

- Build a TEAM
- Define you GOAL



The Basics

- Build a TEAM
- Define you GOAL
- Get ORGANIZED




The Basics

- Build a TEAM
- Define you GOAL
- Get ORGANIZED
- Build a BUDGET



The Basics

- Build a TEAM
- Define your GOAL
- Get ORGANIZED
- Build a BUDGET
- Establish a TIMELINE



ordinary > EXTRAordinary

Owosso Community Players

PRESENT

SPEAKEASY

DISCRETION IS PARAMOUNT DURING PROHIBITION

JOIN US FOR LIVE MUSIC & CRAFT COCKTAILS BY AMERICAN FIFTH
RSVP AT OWOSSOPLAYERS.COM

APRIL 14

CASH BAR

VIP ENTRY AT 8pm /// \$35
GENERAL ENTRY AT 9pm /// \$20

DRESS TO KILL

EST. 2016

Capital

COMEBACK

ROOFTOP HOP

THURSDAY, JULY 12, 2018





ordinary > EXTRAordinary



Mission



Vision



Captivate

MISSION



MISSION

Identify Your Audience

- What are their interests?
- What inspires them?
- What motivates them?
- What WOW's them?

MISSION

Identify Your Veggies

- What do you want them to walk away with?
- What can they learn?
- What can they enjoy?
- What surprises them?

MISSION

Identify the Scope

- What does your budget look like?
- How many attendees do you anticipate?
- What determines success?
- Why are you planning this event?

MISSION

Mission | Runway on the Runway

- Interns & Young Professionals
- Unique experiences
- Social media worthy opportunities
- Networking
- 350 Attendees

VISION



VISION

Be Audacious

- What inspires and motivates YOU?
- What incredibly creative ideas do you have?
- What will help you reach your expectations?
- Never shoot down another idea
- Explore Everything

VISION

Vision = Mission

- What ideas match your mission?
- How can your ideas tell a story?
- Do your ideas resonate with your audience?
- Do your stakeholders embrace the vision?
- Who are your partners?

VISION

Vision | Runway on the Runway

- Private Airport Hangar
- Fashion Show
- International Airport (90 different countries)
- Partners: Airport & Fashion Incubator
- Creative Economy / Entrepreneurism
- Aerialists, Private Airplanes, Donut Board
- Silent Disco

CAPTIVATE



Roll Out the Red Carpet

- How can you make your attendees feel special?
- What will impress them?
- How can you communicate all details?... Effectively
- Prepare to enjoy the event, not look stressed
- How can you create an environment of inclusion?

The Nitty-Gritty

- How are you activating each moment for attendees?
- How can you create structure, but also encourage organic engagements?
- How will you adapt and solve problems during an event?
- Who are your point-people?

The Follow-Up

- What will encourage attendees to attend again?
- What impression did you leave attendees with?
- How do you take criticism?
- How do you intend to improve?

Captivate | Runway on the Runway

- Schedule of Events throughout the evening
- Wide-variety of offerings
- FAQ – Frequently Asked Questions
- Informed volunteers, point-people
- Reserve contingency in your budget
- Post-event survey

CAPTIVATE

L A N S I N G

5-01



L A N S I N G 5:01

RUN
on the
RUNWAY





ordinary > EXTRAordinary



Mission



Vision



Captivate

A woman in a black and white striped shirt is climbing a rope structure. The background is a light gray gradient. The text is overlaid on the image.

THANK YOU

**FOR BOARDING
OUR FINAL
DESTINATION!**