



How to Organize Innovative and Effective Fundraising Events

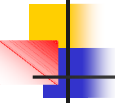
Alice Conway, CSEP

August 24, 2012, 9:00 a.m. - 10:30 p.m.
2012 MOWAA Annual Conference
Gaylord National Harbor Hotel



Defining Modern Event Management

- Every human society celebrates with ceremony and ritual its joys, sorrows, and triumphs. (Victor Turner)
- A unique moment in time celebrated with ceremony and ritual to satisfy specific needs.
- Event Management is a profession that requires public assembly for the purpose of *celebration, education, marketing, and reunion*. (Dr. Joe Goldblatt, CSEP)



Objectives

- Apply 5 phases of Event Management to projects
- Manage and nurture creative process
- Inspire volunteers and staff
- Mitigate risk factors



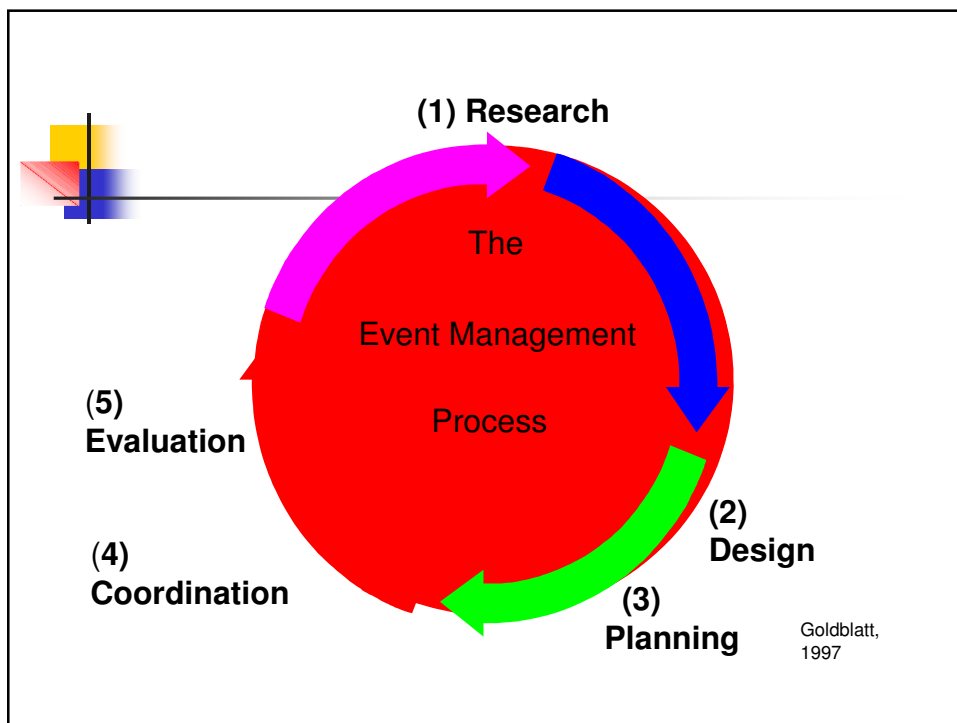
Defining the Modern Event Manager

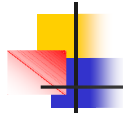
The professional responsible for the following phases of the event:

- Research
- Design
- Planning
- Coordination
- Evaluation

Major Influences Affecting Event Management

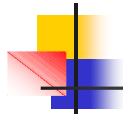
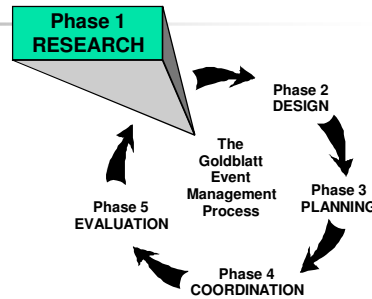
- Globalization
- Technology
- Education





RESEARCH

- Considered most important
- Historical review of previous events
- Comparison study
- Observation of best and worst practices
- Data analysis



THE FIVE W's

- Why (Compelling reasons)
- Who (Demographics and psychographics)
- When (Best date and time)
- Where (Best location)
- What (Resources and outcomes)

NEEDS ASSESSMENT & FEASIBILITY STUDY

- Verify the Purpose
- Identify Resources & Obstacles
- Apply the SWOT Analysis
- Balance Time, Space & Tempo
- List Logical Contingencies
- Examine & Evaluate

Corporate Event:
Huge Success
*





W.I.M.S.A.
by
Susan Davis, Intl.
Julie Hanson



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SWOT ANALYSIS



Strengths
Weaknesses

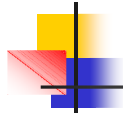
Opportunities
Threats



■ American
Ireland
Fund

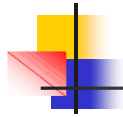
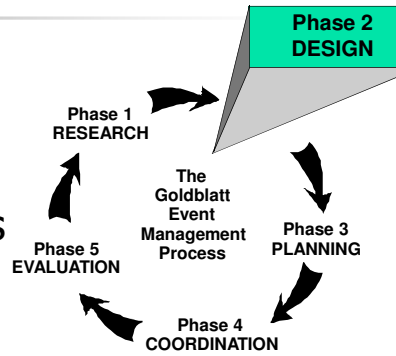
Susan O'Neill
& Assoc.

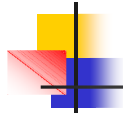




DESIGN

- Scan Options
- Theme site
- Anticipate Reactions
- Grab senses
- Empower creativity





GOALS & OBJECTIVES

- Determine Target Market
- Examine Expectations
- Form Financial Framework
- Interview Stakeholders
- Negotiate Priorities
- Explore Resources



BRAINSTORMING

- Include Your Experts
- Develop Exercises
- Encourage Creativity
- Accept All Suggestions
- Select the Best Components

MATRIX Party
by
A Vista Designs
Anne Senatore



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Brazilian Dancer

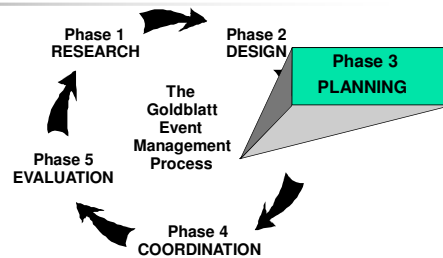


- American Public Comm Council Mardi Gras Event



PLANNING

- Tie plan to goals
- Identify roles
- Make time work
- Expect results





Sound Board
Harrisburg, PA

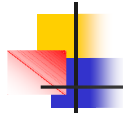


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Private Party
National
Building
Museum
Design
Cuisine

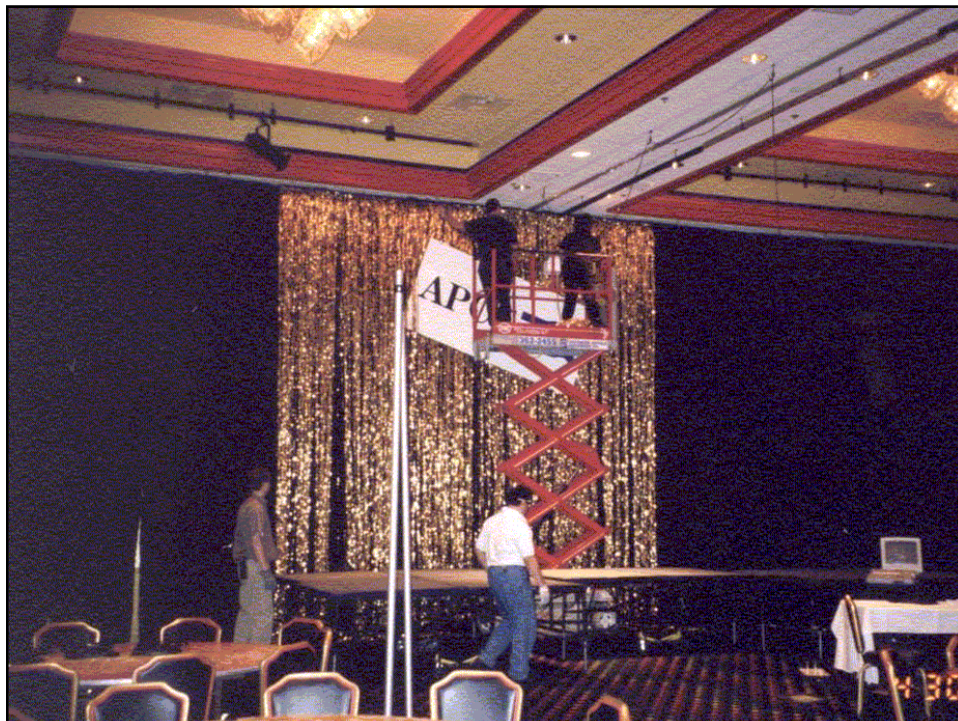
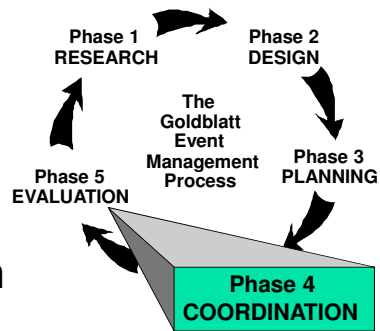


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Coordination

- Select vendors
- Contract vendors
- Monitor service
- Promote cooperation
- Facilitate delivery



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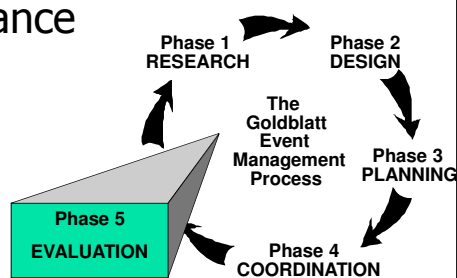


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Evaluation

- Second in importance
- Direct linkage to research
- Requires strategy
- Needs resources
- Expect results





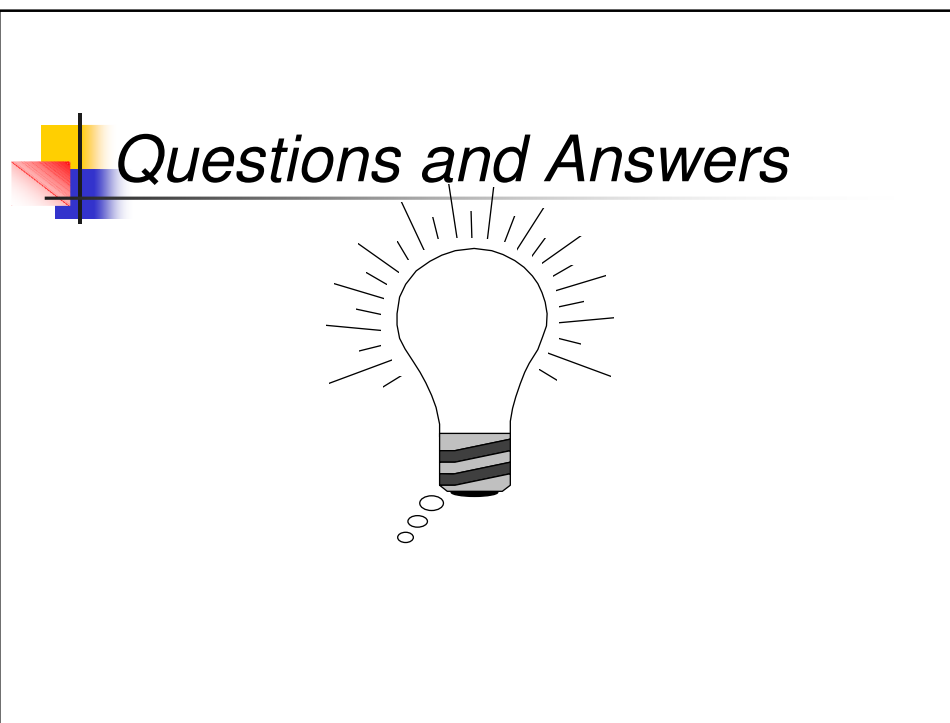
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