

Event Planning, Demystified



Presented by **Lyle Quinn**
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Who am I?

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DALHOUSIE UNIVERSITY 1818 2018

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DALHOUSIE UNIVERSITY 1818 2018

The countdown to 200 is on
A new look. A new website. With one year to go until bicentennial celebrations begin, a new sense of excitement is spreading in our community.

EXPLORE PROGRAMS APPLY NOW CONTACT AN ADVISOR TAKE A CAMPUS TOUR

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News

One year out: Dal's 200th anniversary takes

Give Feedback

Who am I?

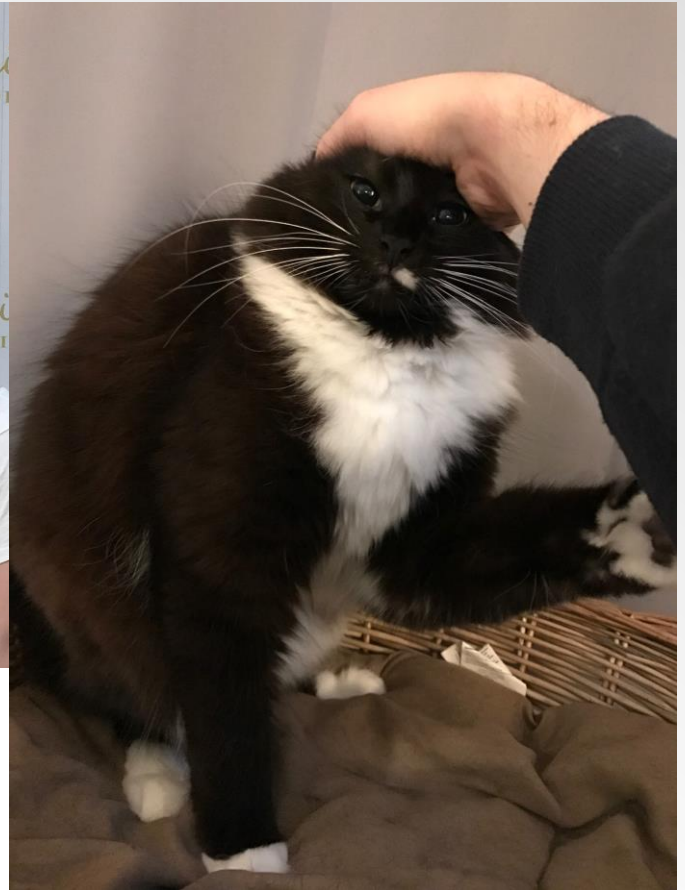


Who am I?



**Your top
artists**

—
You're in the top 1% of fans.
Céline Dion



Who am I?

- Alumnus of Dalhousie (BA'14)
- Employed as a student with Event & Conference Services from 2011-2014
- Worked in hotel/hospitality sales from 2014-2015
- Came running back to Dal in Nov. 2015
- Have been with Event & Conference Services since and loving every moment

Why this session?



Why this session?

- For many, **other duties as assigned** can mean:
 - Planning a 3-day conference for 1,000
 - Organizing a gala dinner for 600
 - Executing a departmental donor event
- All in addition to your regular responsibilities

Sh*t meeting planners say



The industry

- Business events attracted 35.3 million participants, with \$29 billion in direct spending
- Delivered \$27.5 billion to Canada's gross domestic product (GDP) – approx. 1.5% of Canada's GDP
- Contributed \$8.5 billion in taxes and service fees to all levels of governments
- Supported employment of more than 200,000 full-year jobs directly
- More than 585,000 business events held in Canada, in more than 2,000 venues



MEETING PROFESSIONALS INTERNATIONAL

Event planning basics

- Speaks to many event types:
 - Meetings
 - Conferences
 - Banquets
 - Galas
 - Receptions
 - Special events
- Ask yourself: “What is the **goal** of this event? What is meant to be **achieved** through this event?”

Event planning basics

- Establish a realistic budget
- Institute a guest-centric approach to your planning habits
- Source a venue that works for your attendees
 - 52% of planners in 2017 are seeking non-hotel venues (Convene)
- Utilize the resources available to you
- Embrace chaos and expect the unexpected

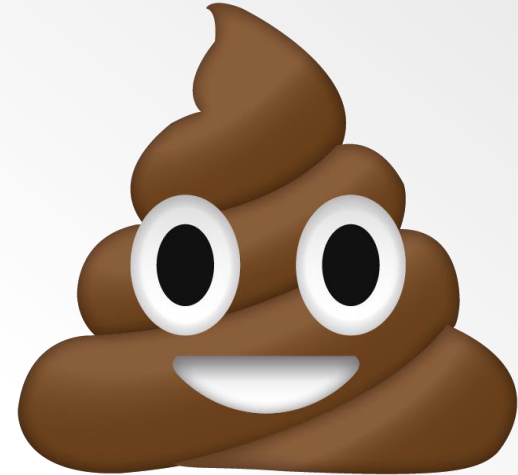
Event branding

- Successful events have powerful branding and messaging



Event branding

- Be entertaining to be heard



Event branding



Event branding



Trends in event planning



stop planning meetings
start designing
EXPERIENCES

Trends in event planning



Trends in event planning



Trends in event planning



Trends in event planning



Trends in event planning



Trends in event planning



Trends in event planning



Tips and tricks

- Share your budget and/or desired price point
- Timing is everything
- Kill them with kindness
- Success is subjective
- Invest in A/V
- Navigating university processes

Coming soon

EVENT MANAGEMENT SERVICES

Because sometimes, 'other duties as assigned' means planning a conference for 1,000.

*Coming to campus in the **fall of 2017.***

 DALHOUSIE 1818
UNIVERSITY 2018
Event & Conference Services



Questions?

- Email me: lyle@dal.ca
- Call me: 902.494.2461
- Tweet me: @quinnlyle

