

LESSON 1

EVENT PLANNING 101

Introduction To Event Planning



A woman with dark hair pulled back, wearing a brown blazer over a white button-down shirt, sits at a table. She is looking towards a man on the right. The man is wearing a grey suit jacket, a white shirt, and glasses. They are both looking at some papers on the table. The background is a bright, modern office space with large windows and a wooden desk.

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Virtual Social Events



Performance Social Events



Family Social Events

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Example of Corporate Events

- ✔ Delta Airlines – Jet Drag Event
- ✔ Team Retreats
- ✔ Company Annual Meetings
- ✔ Trainings
- ✔ Awards/Recognition
- ✔ Conferences



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Example of Industry Events

- ✓ Beauty
- ✓ Podcast
- ✓ Restaurants
- ✓ Hotels
- ✓ Legal
- ✓ Sports
- ✓ Entertainment
- ✓ Music festivals
- ✓ Entrepreneurs (i.e. Invest Fest)



INSPIRE! IMAGINE! & IGNITE! 2013

The Success Conference for Entrepreneurs with a special session for Meeting and Event Planners.

SAVE THE DATE

March 7 - 10, 2013

Host: The Arizona Biltmore,
a Waldorf Astoria Hotel

located in beautiful
**Phoenix,
AZ!**



GET READY! THIS RESORT FEATURES:

- 740 luxury hotel guest accommodations
- 78 one-and two-bedroom villas
- Eight swimming pools
- Seven tennis courts
- A full-service resort spa, salon and fitness center
- Five dining options
- The adjacent Arizona Biltmore Country Club boasts two of the best 18-hole PGA golf courses in Phoenix: The Links and The Adobe.

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Example of Special Events

- ✔ Carnivals
- ✔ Sporting Events
- ✔ Concerts
- ✔ Bar/Bat Mitzvahs
- ✔ Festivals
- ✔ Rehearsal Dinners
- ✔ Air Events
- ✔ Weddings
- ✔ Birthday



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Example of SMERF Events

- ✔ Social
- ✔ Military
- ✔ Educational
- ✔ Religious
- ✔ Fraternal

**SMERF EVENTS ARE OFTEN ALIGNED WITH
MANY SPECIAL AND SOCIAL EVENTS**





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QUIZ 1