

THE EVENT
PLANNING RECIPE
FOR SUCCESS

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WHO WE ARE

Leesburg Partnership

- Florida Main Street Program
- Produce 11 Major Special Events and over 100 event setups per year.
- Full time staff of 3

FFEA

- 600 Members / 3,500 Events
- Networking events, workshops, annual conference, webinars, group forums

SUCCESSFUL EVENTS



OPERATIONS

Operations Plan Development and
Timeline Management



CONTRACTS

Soliciting, Securing and Managing
Contracted Services



INSURANCE

Insurance & Risk Management
Procedures



INVENTORY

Inventory Control

COMMUNICATIONS

Communications Plan

OPERATIONS

Failing to plan, is planning to fail.

- Start Early!
- Create a Detailed Timeline and update it often
- Create Operations Plans for individual departments
- Keep all contracts, invoices and contact information in event binder
- Create detailed time specific schedules for contractors
- Create a tracking sheet for payments due to vendors

CONTRACTS

- Solicit Bids every two years
- Locate vendors through FFEA, your local Chamber of Commerce and other event producers in your area
- Check on their previous event references
- Use RFP template for all contracted services
- Investigate the possibility of Budget Reduction Sponsorships
- Be sure to communicate expectations in contract.
- Provide a detailed work plan with timeline and any necessary maps.
- Check in with them one month prior and again one week prior

INSURANCE & RISK

Must have Policies:

Emergency Plan

Risk Assessment Plan

Onsite Risk Management

Checklist

Lost Person Procedures

Contingency Planning

On Site Incident Forms

Make sure all contractors / vendors list you as an additional insured on their policy and that you get a contract prior to the start of your event.

Having all of these policies and procedures in place will help lower your Annual Insurance Premium!

INVENTORY CONTROL

- Being Organized will help save you money!
- Have Committees complete Supply Request List
- Complete a full inventory at least one month prior to the event
- Marked Bins for Each Committee / Area with inventory included
- Site Operations “Store” during event
- Sign Out Forms

EVERYONE IS HELD ACCOUNTABLE!

COMMUNICATIONS

- **Radio Base is the Place for...**
- All calls go through Radio Base
Each Committee has their own channel
- **Emergency Phone List on the back of all credentials**
- **Cell Phones**
- Artist / Vendor Only Line
Patron Information Line
- **Onsite Meetings with Committee each evening**

REVENUE GENERATORS



**FOOD &
BEVERAGE**

MERCHANDISE

TICKETING

THANK
YOU

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