

## Organizational Ability

As you saw in chapter 2, event planners need to ensure that numerous tasks must be organized. The following skills will help ensure your success in keeping on top of every- thing involved in putting on an event:

### Detail-Oriented

Seeing the big picture is important, but you'll need to be able to break that vision into smaller pieces. As the saying goes, to eat an elephant you need to start by taking a bite. Make a **detailed plan** of attack for your event elephant. Have a binder or a note- book with tabbed sections on food, vendors, contracts, guests, publicity, etc., so you can easily lay your hands on the information you need. This binder should be self contained and portable so you can bring it with you to vendor meetings and have it with you on the day of the event. Take the time to set this up early in the game, and maintain it faithfully.



The software market offers several event planning organizational tools for planning and registration. These can go a long way toward helping you stay organized and making sure no details are overlooked.

### Time Management Skills

**Time management** skills are critical to being successful in this business. At times it may seem that there is never enough time to do everything that needs to be done to put on an event, but there are a number of ways you can manage time more efficiently if it seems you “never have enough of it”.

- **Keep an activity log.** For a few days, use a notebook to jot down things you're doing as you do them, and note the time when you change activities. After a few days, analyze the log. Chances are you will notice some time- wasters. (To get real insight from this activity, make sure you don't change your normal behavior.)
- **Concentrate on RESULTS – not being busy.** If you have ever had the experience of working hard, but achieving little, it may be due to something known as the Pareto Principle, also known as the 80-20 rule. For most people, 20% of their activities lead to 80% of their results. The other 80% is “busy work” – we're doing something, but getting relatively less (20%) results.

- **Do what's important.** There are four categories of tasks based on urgency and importance:
  - urgent and important
  - non-urgent and important
  - urgent and non-important
  - non-important and non-urgent

While it would be logical to focus first on tasks that are both urgent and important, many people spend a lot of time on tasks that are **not important**, either because those tasks are urgent or because they are **easy**. Completing a lot of easy tasks, even if they are not important, can give people a sense of accomplishment. Of course, putting off the more difficult tasks that are important but non-urgent, eventually leads to them becoming urgent!

- **Set daily goals to help you keep on track.**
- **Divide your tasks into lists based on priorities.** Your **A List** should be things that must get done today. Your **B List** is items to do only if everything on the A list gets done (e.g. errands that could be done tomorrow or following day). Your **C List** is everything else which should be done only after everything on your A and B lists has been done.

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