

Event Day

It's finally here! The big day! After all the planning, prodding and producing, you're probably feeling a range of emotions from **excitement** to **nervousness** to **sheer terror**. Use those feelings to keep your energy up (you're going to need every ounce of it today!) but don't give in to the jitters.

To ensure the day goes as smoothly as possible, make sure that everyone with a key role is given an **event itinerary** so they know **where** they should be and **what** they should be doing throughout the day. A sample itinerary is shown on the next page. Here are some other tips to make event day a success:

- Arm your volunteers, workers and suppliers with **telecommunications equipment** (such as 2-way radios and cell phones) to enable them to have easy access to you, each other and emergency contacts.
- Wear **comfortable shoes** and **clothing** that won't restrict your movement.
- Keep your **program binder** (or whatever holds your paperwork) with you at all times. This is the blueprint for the entire event and will tell you where everyone should be at any given moment and what they should be doing.
- Remember that even seasoned event planners have the unexpected happen. Designate someone (such as your assistant) to be your **backup**. Make sure she knows what should be happening during the event, and has copies of important papers from your program binder. If you are pulled away to deal with something, she should be able to jump in and take over for you.
- Prepare an **emergency kit** that includes pens, paper, tape, extra name tags, walkie talkies, contact numbers, aspirin, extra keys to facilities or storage areas, and a couple of energy bars and bottled water.
- Try to maintain control of your **emotions** at all times. In an April 2003 article at *Meetings and Conventions Online*, Louise M. Flesher offers this advice for keeping your cool:

“Keep breakdowns private. Never let them see you cry. Just as you have mapped out emergency routes for attendees, find emergency meltdown stations — your hotel room, a stall in an empty bathroom, behind a large ficus plant. Knowing you have a secret hideout for a brief implosion can be a natural Prozac that prevents an emotional overload.”

Sample Event Day Itinerary

Groundbreaking Event

April 19, 2006

Itinerary

- 7:00 a.m.* Charter plane leaves Denver
Acme Aviation, 234 Aviation Avenue
- 7:57 a.m.* Arrival in Rockytown
Our group will be picked up at airport and taken to XYZ Building
- 9:00 a.m.* Management Committee Meeting
Boardroom (Room 200), XYZ Building
- 10:00 a.m.* Meeting of support staff who will be coordinating groundbreaking
Room 100, XYZ Building
- 11:00 a.m.* *3:00 p.m.*
4:09 p.m.
- 11:15 a.m.*
- 11:30 a.m.*
- 12:00 p.m.*
- 12:15 p.m.*
- 2:30 p.m.*

Meeting of groundbreaking event speakers

to drive you to the luncheon

Buffet service begins

Boardroom
(Room 200),
XYZ Building

Bus or van service from the Civic Center to the airport

This is the time groundbreaking guests have been invited to arrive

Charter flight leaves Rockytown

Arrive in Denver

ABAHE

Groundbreaking ceremony at Construction Project site

Luncheon guests begin to arrive at the Civic Center

555 Civic Street,
Rockytown

A bus or van

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