

# GirlsBuild<sup>LA</sup>

## Event Planning 101

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# About Me

- Current Job: Community Engagement Specialist, City of Long Beach
- Hometown: San Jose, CA
- Schools:
  - Bachelor of Science, Environmental Studies; Minor in Public Health - Santa Clara University
  - Master of Public Administration - University of Southern California

# Community events—

Workshops, fundraisers,  
activations, celebrations,  
presentations...

# Why host community events?

- Educate the community
- Raise awareness
- Fundraise for a cause
- Celebrate!

**But what should you do to get started?**

## Event Planning includes:

1. Planning Team + Volunteers
2. Logistics
3. Advertising for the Event
4. Day of the Event
5. Post Event

# Planning Team and Volunteers

- Who's on the team, and how can everyone help?
- Example roles and responsibilities:
  - Marketing - Event flyers/website and distributing to the public
  - Logistics - Setup, cleanup, registration, run of show/agenda
  - Technical - audio visual needs, photographer, videographer
  - General volunteers - day-of event help



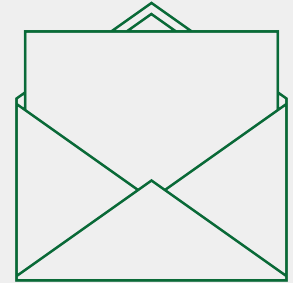
# Logistics

- What are the goals of the event?
- What type of event are you hosting?
- Who should be invited?  
Who's your audience?
- Who should we co-host with?
- Who can sponsor the event?
- Where and when should we host the event?
- Do we need food/drinks?



# Advertising the Event

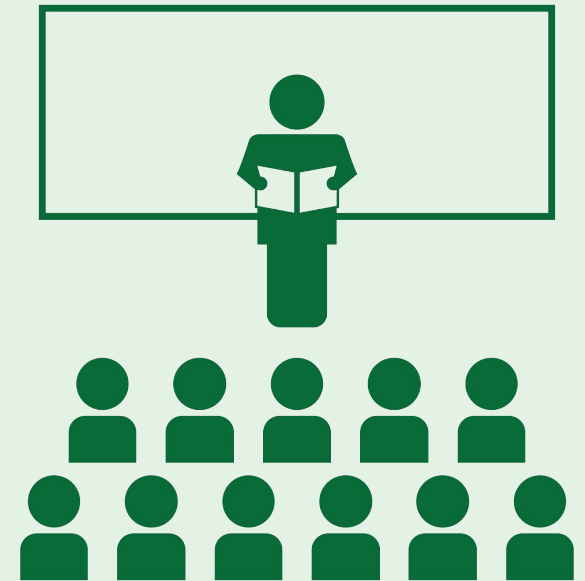
- Who's your audience?
- Is it a public event or private event? And how should we send out invitations?
- Where are we advertising the event? And how? (e.g. newsletters, phone calls, email, websites, paid advertisements, community event calendars, etc.)
- Does the event have an event hashtag?
- What organizations/ groups/ individuals can share the event with their network?





# Day of the Event

- At registration
  - What information are we collecting? (e.g. name, email address, etc.)
  - Do we have name tags and markers?
- Refreshments
  - If there's a budget for it, light refreshments are always great!
- Run of Show
  - Who's making introductions/opening remarks?
  - Who's presenting?
  - What activities/entertainment is available?
  - What happens after?
  - Who's wrapping up the event?



# Post Event

- Celebrate a job well done!
- Sit down with the team and discuss:
  - GLOWS (what worked well)
  - GROWS (what needs improvement)
- Follow up with event-attendees
- Share your news (e.g. draft an article, post pictures, etc.)



# Tools and Resources

## For Planning Your Event

- [Airtable](#)
- [Google Docs](#)
- [Asana](#)
- [Trello](#)
- [RealTimeBoard](#)

## To Create Marketing Material

- [Canva](#)
- [Unsplash](#)
- [Pexels](#)

## For Advertising Your Event

- [Paperless Post](#)
- [Splashthat](#)
- [Eventbrite](#)
- [Social Media \(Facebook, Twitter, Instagram, Snapchat\)](#)

**Any questions?**

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