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**“WHAT IF”**  
**Conference Notes**  
**Creating Atmosphere: Event Planning**

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Whether you're planning a family gathering, a party, a wedding, or a conference, you will learn how to take one idea and turn it into an unforgettable creative experience by focusing on the look, feel, and atmosphere of the event. In this workshop, you will receive a step by step process to help you conceptualize your theme, build your team, and execute your vision with excellence. The key to every successful event is to remember “It’s in the details”

**WHAT ATMOSPHERE/EVENT HAS MADE THE GREATEST IMPRESSION/IMPACT ON YOU?**

**WHAT ELEMENTS STOOD OUT TO YOU THE MOST?**

- Looks
- Smell
- Feel
- Taste
- People
- Overall Experience

**ATMOSPHERE:** The pervading tone or mood of a place, situation, or work of art, a pleasurable interesting or exciting mood; feeling, ambience, look, impression.

***“You only get one chance to make a first impression”***

***“The difference between something good and something great is attention to detail.”***

“The heavens declare the glory of God; the sky displays his handiwork. Day after day it speaks out; night after night it reveals his greatness.” Ps 19:1,2

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## **TEN KEYS TO CREATING AN UNFORGETTABLE EVENT OR ATMOSPHERE**

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### **1. CLARIFY YOUR EVENT GOAL**

- a. What is your Vision?
  - i. Why am I organizing this event, and what do you hope to achieve and what is the big picture?
  - ii. What has God spoken to you?
- b. How many people are you planning on being there?
- c. Is there a charge or is it free?
- d. Is it Inside or outside?
- e. Will there be a speaker?

### **2. DREAM UP YOUR THEME**

- a. Learning to partner with the Holy Spirit
- b. Your theme should tie in your entire event from start to finish
- c. Name, logo, tagline, colors, theme, scripture?
- d. What do you want them to feel, see, hear, experience?
- e. Don't forget every DETAIL matters

### **3. ESTABLISH YOUR BUDGET**

- a. Break down your estimated costs & income
  - i. Venue
  - ii. Food & Drink
  - iii. Entertainment
  - iv. Decor
  - v. Speakers & Speaker Expenses (flights, hotel, food, honorarium, etc.)
  - vi. Rental Equipment

- vii. Marketing
- viii. Favors or Token gifts
- ix. Miscellaneous

#### **4. FINALIZE A DATE**

- a. Give yourself 4-6 months to plan
- b. Beware of seasons (holidays, school calendar, etc.)

#### **5. CONFIRM YOUR VENUE**

- a. Location, location, location
- b. Cost/Fees?
- c. Enough Space?
- d. Parking?
- e. What do they provide? What don't they provide?
- f. How early can you set up?

#### **6. WORK ON YOUR MASTER PLAN**

- a. Organize and write it down in a binder
  - i. Venue info/contract
  - ii. Vendors info and numbers
  - iii. Budget breakdown
  - iv. Event Schedule

#### **7. BUILD YOUR TEAM**

- a. Team: Together Everyone Achieves More
- b. Communicate roles & responsibilities
- c. Put people in charge that can build their own team and execute your vision
- d. Delegate Responsibilities
- e. Clarity in communication
- f. Schedule weekly, monthly meetings

## **8. PLAN YOUR MARKETING & BRANDING STRATEGY**

- a. Online & off-line (website, facebook, radio, email)
  - i. Web page
  - ii. Social media
  - iii. Email Blasts
  - iv. Printed materials
  - v. Press and media options

## **9. DAY OF PLAN**

- a. Finalize your final checklist
- b. Let go and let it happen.
- c. Enjoy your hard work.
- d. Nothing is perfect
- e. Be flexible and adaptable

## **10. POST EVENT EVALUATION AND REVIEW**

- a. Highs
- b. Lows
- c. What did we learn?
- d. What can we do better next time?
- e. Send out thank you cards and gifts to those who helped make it happen