

Step 1: Develop the Idea

Before you get started, it's a good idea to think about why you are planning to hold an event. This will influence many of your decisions further down the line so it's important to have a clear idea of your goals.

You could think about coming up with a vision, which would be your long term aim for the event. It's also a good idea to define some clear objectives. These are each of the things that you'd like this event to achieve.

Doing this at the beginning will help you to explain your event to others, for example potential funders, and will help to focus everyone involved.

TOP TIP

If you're not sure how to define your objectives, think about using the SMART principle to create objectives that are:

- Specific
- Measurable
- Achievable
- Relevant
- Time-based

Once you know why you want to hold your event and what you'd like it to achieve, you can start to think about how realistic your goals are.

Some things to think about in the early days of planning your event might include:

- What support are you going to need from your team?
- What are your combined skills and strengths?
- Is there a gap in the market for this event to fill?
- Is there a demand for an event of this kind?
- Is there a chance the event would be duplicating an existing one?
- Are there resources available to deliver it?
- Will the event be financially viable?
- Is there likely to be support from the local community and other organisations?

One way of beginning to answer these questions is to create a SWOT Analysis. This is where you identify the strengths, weaknesses, opportunities and threats that could have an impact on your idea and the people and resources you have available to you. A template for a SWOT Analysis is available with this toolkit.

Even if your event has been running for some years, it can be useful to revisit your vision and objectives and look again at these questions to make sure you are achieving what you set out to do.