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- Be clear on who the event is for, and who it is not for.
 - One of the risks/worries of running an event is 'what if no one comes??', which leads to inviting everyone without targeting anyone. First, take a deep breath. Then, be SUPER clear on who the event is for and who it is not for. You want people to be able to see/read your intentions and immediately say, 'yes that is me!' or 'no, that is not me'.
 - We all get too many communications and invites these days, so this set up is CRITICAL. You want people to get excited and opt right in- if they go away and think about it, you run the risk of them never coming back.
 - We struggled with this with our first FRw event when we made the decision to do "executive moms that are 'in it', when it comes to parenting". What would the non-moms think, and were we excluding them? NO! And we will have other opportunities (podcast) to include other women that are not moms, but this was the core of what we believed we could best serve right now and an underserved market.
 - Make it an OBJECTIVE (non-emotional) decision.
 - People worry about alienating or being perceived as non-inclusive. But the "we are for everyone" is the biggest demise of events because you have to serve too many people which is your ROS likely can't accommodate. Then it just ends up being dilutive. Especially if you expect these people to form a community. They need to feel that these are their people.
- Specify the run of show, but be flexible in the moment.
 - This is one control freaks can struggle with. You want to cross all the t's and dot all the i's BUT you cannot predict HUMAN behavior and you have to use your emotional intelligence in the moment.
 - We are not saying to 'phone it in'. We are saying the opposite. Plan for every last detail. And then plan for what you might not expect to happen and "play out" what the results/options are. But also know that you cannot control it all, so you will have to make decisions in the moment and there will be unanticipated things to react to.
 - With FRw, we let the networking time go longer than intended because people were clearly getting to know each other and the chatter and energy was really good. A few things changed in the moment because it was organically flowing on it's own.
 - The run of the show becomes less important as the energy goes up and the flow becomes natural. It is more important if things are not rolling along as you intended and you need to lean back into the structure of the event.
 - ROS is a guide to ensure everyone is on the same page regarding structure. It is like a play. If you didn't have a script, the play wouldn't make sense. People would be running around with no direction. It also helps to think through important logistics which many people overlook transition. Clarify where contingency plans are needed.
- Incorporate touches that will delight the guests.
 - This may feel like a sub point to the run of the show, but it is important enough to stand all on its own. Getting the menu right, having something everyone can eat/drink, etc. is imperative. But this goes beyond that.
 - This is about the little things that have big impact and tie everything together with a bow. What can you provide to the guests that they will not expect, but that will make their day a little extra special? Things they will tell others about in a "you won't believe it, but..." so that the moments of delight keep on giving.
 - It's best if the extra touches reinforce your theme.
- Have someone run the event that is not a participant in it.
 - This person is different from the "host". They are there strictly to check people in, keep things moving forward according to the run of show, have eyes on potential challenges, ensure all drinks are filled, food put out, lighting is correct, AV is working, etc. - all of the "run of show things" that need to happen.
 - We cannot underestimate the value of this person to ensuring that things go smoothly. It takes the pressure off of the host to focus on the details, and allows them to focus on participating with the guests of the event.
 - This is needed to people feel like 1. the event was worth their time and 2. that they got the attention of the hosts.