

CREATING A NEW EVENT CONCEPT



- 1 Chat.** Talk to your team. What is your organization's mission and what are your goals?



- 2 Prioritize.** What's important?



- 3 Get creative!** Have a cocktail, relax and let the ideas flow. At this stage, no ideas are wrong.



- 4 Then, do your due diligence.** For each idea, consider the main success factors and details of the launch. Will it work?

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OTHER IMPORTANT CONSIDERATIONS:

Gut check.

Are you ready to launch a new concept? New events take money but also time. Do you have the manpower you need (not only to produce, but also promote your new event)?

Be honest!

The best idea might be too expensive. There might not be *one perfect* event concept that meets all of the goals you've outlined. Don't talk yourself into something you want if it's not what's best. Honesty is the best policy so you can make an informed decision.

Have a purpose!

Don't just have an event to have an event. The best event concept is one that addresses the need you're trying to fill.

Listen.

Concepting is messy—12 different people will tell you 12 different things. Look to an outside ear to advise you and help you achieve buy-in.

Dream big!

More risk might yield more reward, or the next big thing might be something that starts small. Concepting is about not limiting yourself and exploring all options.

