

Introducing a New Event Element

Change isn't easy, especially if your event has been around for a long time. How can you ensure that changing an event element improves your event and is met with excitement and not disappointment?

1



Choose wisely

- Assess your limitations: space, time, cost.
- Look to the past—What has worked before? What hasn't?
- Know your sacred cows. Does your event element fit in with your most beloved existing elements?

2



Include your advocates

- Seek input
- Get your biggest supporters on board first

3



Unveil it with fanfare

- Manage expectations early
- Set the tone: your excitement feeds their excitement

4



Make it part of the conversation

- Incorporate it into your ad campaigns
- Build anticipation