

Special Event Planning Guide

Choose topic

- Pressing need
- Appeal to various library types
- Knowledge of possible presenters

Speaker

- Expertise
- Popularity
- Have others in target audience seen speaker?
- Fee
- Travel/overnight stay required
- Participant materials-who will prepare?

Choose date

- Consider weather constraints if travel is required
- Consider “busy times” of the year for member libraries of various types
- Allow adequate time for planning & promotion

Time

- Necessary to serve food?
- Can all staff attend? Is this important?
- Include time dedicated to networking

Venue

- Cost
- Size of space constrains number of participants
- Presentation equipment available?
- Restrooms & break facilities
- Parking
- Signage
- Set-up/clean-up included?

Funding sources

- Participant fee
- Vendor donations
- RAILS

Promotion

- Poster
- Digital image for email & social media
- Listservs
- Library directors
- RAILS & L2

Logistics

- Payment types you can accept
- Plan to provide receipts
- Registration method(s) (L2, SurveyMonkey, payment form)
- Decorations
- Document your event (photos)

Assessment

- Participant survey
- Debrief with planning team
- Share feedback with presenter?
- [Grant report]

Budget items

- Venue
- Food
- Participant materials
- Speaker Fee
- Promotional materials (design, printing)
- Decorations
- Nametags



Kankakee Area Library Association
<https://kalamembers.wordpress.com/>
Illinois Library Association
A Library State of Mind October 23, 2015