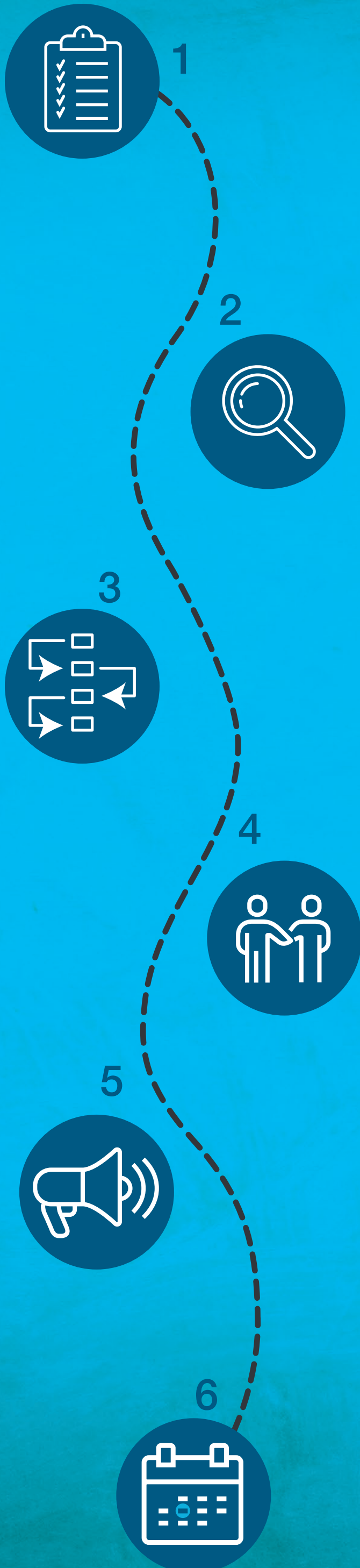


# Event Planning Quick Guide



## 1. Start small & simple

Plan an event that's within your resources and comfort zone. Small and simple events are best if you've never planned one before. Some easy ideas are to turn an existing event into an Alberta Culture Days event—invite an artist or musician to a regular meeting, arrange for a tour of a museum, relocate a get-together to a cultural hot spot or reschedule a previously planned cultural event to occur during the Alberta Culture Days weekend.

## 2. Set goals & identify resources

Your greatest source of information is people who've planned similar events in the past. Talk to them and make new connections in your community. Approach local societies, libraries, schools, local community presenters or municipalities to pool resources and venues. Visit the National Culture Days website for more tips and planning resources in the toolbox.

## 3. Plan the details

Define who, what, where, when, and how for your event. Who do you want to attend your event? Who do you want to perform or speak? Will you need volunteers? What is your event theme? Where and when will the event be held? How will you organize the activities? How will you promote the event? Consider a working group to share tasks.

## 4. Partnerships

Leverage your resources by partnering with another community or group. Partners may include various cultural groups, associations, libraries or literary groups, educational and public institutions, local businesses, and religious groups. Identify and contact businesses or associations that match your event theme or idea. Create a role for local youth. Offer promotional opportunities to businesses or associations in return for support.

## 5. Promotion

Identify your objectives and key audiences and think about the most effective way to communicate to those audiences. There are many tools and tactics you can use. Choose ones that work for your budget, the resources you have, your partnerships, and your time frame. Promote through social media channels, local media, radio or tv morning shows), print materials (posters, postcards, etc), signage or cross promotion with businesses. Click [here](#) for resources to help with your event promotion.

## 6. Event day

Prepare a to-do list of everything you need to make sure the event runs smoothly—including how you see the activities unfolding and point of contact list. It's a good idea to have snacks and refreshments available if it's a longer event. Have fun with things like decorations—find new and interesting ways of celebrating how you see culture. Don't forget to take pictures and videos and tag Alberta Culture Days on Facebook, but make sure that you ask for permission to take people's photos and post them online.