



Event Planning: The Blended Cultures Vendor

**Introductory Principles of Event Planning
for Emerging Small Business Owners**

A Blended Cultures, LLC Workshop

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Previous Lesson

- Refer to the Logo + Branding Workshop for more information about understanding the following:
 - The differences between marketing, branding, and using a logo.
 - Creating a market base appropriate for marketing.
 - Outlining a tentative marketing plan.
- Understanding these key ideas will help you establish appropriate vendor event planning objectives.



Learning Objectives

- By the end of this workshop, students will be able to do the following:
- Define event planning for the vendor.
- Review the Blended Cultures Vendor Proposal.
- Create a vendor event planning checklist.
- Coordinate marketing and promotional plans with Blended Cultures point of contact.



Introduction

- Planning for a Blended Cultures event requires understanding your individual and organizational goals, specifically what you hope to accomplish as an event vendor.
- This means that although we provide the event details and venue, you are still required to define your marketing and promotions objectives, set a realistic budget, and define measurables.
- This workshop serves as a learning tool. It is not a substitute for the Blended Cultures Spring Fest of Southwest Florida Vendor Proposal or the application housed on the company's website. Please download that proposal and application for primary information.



Organization

- This Vendor Event Planning Workshop is organized in the following manner:
- Blended Cultures, LLC Mission
- Introduction to Event Planning, Basic Concepts
- Event Planning Checklist
- Event Planning Contract



Blended Cultures, LLC

Mission

What is Blended Cultures, LLC?

- Blended Cultures, LLC is a Marketing, Promotion, and Community Events & Entertainment company.
- Based in Southwest Florida, Blended Cultures, LLC utilizes marketing strategies to help local businesses expand their reach, build their audience, and find success in gaining greater online exposure.
- As a professional marketing agency, Blended Cultures, LLC helps clients and the community design effective marketing strategies to market their brand.



What Blended Cultures, LLC Does

- Blended Cultures is a platform that uses different channels to broadcast what a person is doing.
- Blended Cultures represents the blending of different industry cultures to help clients magnify and expand their reach.
- Blended Cultures partners with additional platforms to help clients broadcast their message.



Why Choose Blended Cultures?

- Once Blended Cultures receives your marketing materials, marketing and communicating your brand appropriately becomes our assignment.
- It must succeed and meet expectations.
- Marketing your brand is now our responsibility.
- We do not, however, guarantee sales.



Our Mission

- The Blended Cultures, LLC symbolic mission is to create a quality preview to your quality movie using our marketing strategies, network, and referral strategies.
- The growth of the small business is dear to us, and it is our purpose to contribute marketing skills, strategies, and expertise.



Introduction to Event Planning

Basic Concepts



What is Event Planning?

- Event planning is a multi-step process that requires focused attention on the details, marketing and promotional planning, and budget efficiency.
- Event planning requires that you define your marketing and promotions objectives, create a plan, establish a budget, develop branding criteria, and identify various tools to ensure marketing success. This means that understanding the components of event planning must be a priority.
- Blended Cultures assumes limited responsibility for marketing, promoting, and branding based on the guidelines outlined in the Vendor Proposal and Vendor Application. This section outlines the basic concepts of event planning.
- Utilize additional online resources for a comprehensive view of the concept.



Elements of Event Planning

- This section outlines the following elements of vendor event planning:
- Defining the objectives
- Setting the date
- Creating a plan
- Issuing invitations
- Attending the event
- Evaluating the effectiveness



Define the Objectives

- As a vendor, you are required to determine your own individual/organizational marketing and promotions objectives. For example, determine if your objective is to build brand awareness.
- Do you desire to sell products using a brand awareness objective?
- Do you desire to introduce your products using a brand awareness objective?
- Do you desire to increase sales from one percentage to another?
- Understanding your vendor event planning objective should coordinate well with your marketing plan. The most important aspect of this process will be to determine if the event is appropriate for your business and marketing objectives.



Set the Date

- Setting the date is a Blended Cultures responsibility.
- At the same time, it is important for you to determine as a vendor if the event date is appropriate for your marketing and promotions objectives.
- This is especially significant for budgetary considerations. Participating in an event as a vendor may or may not be budgetarily efficient.
- Assess your financial projections to determine feasibility.



Create the Plan

- Creating the plan to attend a Blended Cultures event begins with determining the activities you will need to complete before the event. This means that you should know what your activities will be as a vendor.
- For example, are you a fashion designer or food vendor?
- If you fit under one of these categories, coordinating activities with suppliers, with Blended Cultures point of contact, and with your team requires you to establish realistic timelines and create an event planning checklist.



Issue Invitations

- Blended Cultures is responsible directly for issuing invitations to the event and coordinating attendance based on the date, venue, marketing, and precautions with some exceptions outlined in the Vendor Proposal.
- However, you are also required to coordinate marketing and promotions using social media, website, blogs, or any other technology device, such as an app.
- You are encouraged to utilize all modes of marketing communication to ensure event success.



Attend the Event

- Preparing for the event by gathering all your marketing materials and products and arriving on time to attend the event will ensure success.
- Attendance always includes displaying the brochures, banners, posters, products, and merchandise on tables or anywhere surrounding your vendor location.
- Understanding your marketing objectives will guide justification for attending the event and contribute to assessing measurables.



Evaluate Effectiveness

- You must evaluate the effectiveness of your vendor event plan. This means, of course, that you should have a vendor event plan.
- Reviewing the Blended Cultures Vendor Proposal and assessing your event participation should help to determine if all marketing, promoting, and branding interests are aligned.
- Determining also if event attendance was necessary should be predicated on the initial marketing objectives set.
- Did you meet your overall objectives?



Event Planning Checklist

Managing the Planning Stages

Elements

- The event planning checklist includes both pre-planning considerations and areas of responsibility.
- For example, determining if the event is an opportunity is a pre-planning consideration. In addition, establishing budgetary guidelines is another pre-planning consideration.
- Assigning tasks for the event is an area of responsibility. This means that you must know who has the expertise and skill set to manage and accomplish tasks.



Main Roles

- The event team is always comprised of both professionals, who may be employees or contract, and volunteers. Budget guidelines must be considered.
- The **Project Manager** is responsible for managing the budget, driving strategy, and making purchasing decisions.
- The **Scheduler** coordinates meetings and works with speakers. This means that although the event organizer is responsible for scheduling speakers, you are still responsible for assigning the role to your organizational person.



Main Roles

- The **Creative Designer** is responsible for developing printed and web materials. For a Blended Cultures event, all vendors must submit logos and marketing ads to the main point of contact.
- The **Marketing and Communications** person issues invitations to the event, establishes a timing strategy to boost registration, oversees branding, coordinates social media, and assesses measurables.



Main Roles

- It is important to keep the team organized as a Blended Cultures Vendor.
- You may find an app or software useful for coordinating schedules, actions, and streamlining the pre-event to event processes.



Three Main Stages

- Although the vendor event planning process requires multiple steps, there are truly only three major stages:
- Stage #1: Thematic Fit
- Stage #2: Areas of Responsibility
- Stage #3: Budget Guidelines



Stage #1: Thematic Fit

- Develop a plan for the event that includes defined objectives.
- Attending an event just to attend an event without purpose will hinder marketing and branding objectives, if you have set them.
- Attending the event must be an appropriate thematic fit.



Stage #2: Areas of Responsibility

- You should know your team's capability and capacity.
- This means that the people you choose to utilize at the event, whether employee, contract, or volunteer, must have the capacity to do the job.
- Assigning areas of responsibility based on marketing objectives will ensure success.



Stage #3: Budget Guidelines

- You must know your budget.
- You must know if you can carry out the marketing and event planning objectives based on your current project.
- Without a budget, it would be difficult to establish financial projections.



Event Branding

- Blended Cultures requires vendors to submit marketing materials, which includes a high-quality logo and photos for marketing ads.
- Developing event branding objectives as a vendor will require knowledge of the event name and event theme.
- Creating consistent branding using décor, email, signage, and other marketing touchpoints requires foresight and planning. This means that you should know your own message to ensure it aligns with the theme of the event.



Tech Tools

- Ensuring a productive event as a vendor begins with utilizing technology and social media tools. Blended Cultures utilizes various technology and online tools to ensure event effectiveness.
- As a vendor, you are responsible for managing your team. Creating an event app through an appropriate means may help you to manage schedules, build a custom agenda, interact with your customers via online, and foster an engaged environment.
- Since many consumers use mobile apps, using this option may help to create measurables for both virtual and in-person attendance.



Tactics: Advertising

- The goals and objectives you set for the event as a Blended Cultures Vendor and based on the Vendor Proposal and Vendor Application are predicated on whether you want to drive traffic to your website or build brand awareness using the event as a medium.
- This means that choice of advertisements, video marketing, social media, email marketing, and general public relations must be part of your marketing and promotional planning objectives.
- A strong marketing plan for event participation includes an email/e-marketing timeline to a target audience.



Tactics: Email Marketing

- A strong email marketing timeline might consist of setting dates to complete certain actions connected to the event as a Blended Cultures vendor.
- For example, on April 1, 2022, you might send an email to subscribers to “Save the Date.”
- Other dates might encourage subscribers to purchase early. An email announcement might reveal the speaker. Yet another one might provide notice of registration closing.



Measurement

- It is important to measure the success of your vendor participation at a Blended Cultures event.
- To measure success, always review your initial goals and objectives.
- Blended Cultures measures success by the feedback it receives. Creating surveys and reviewing comments left on your website or social media page is useful for determining success and gaps in understanding about event planning as a vendor.



Event Planning Contract

Best Practices

Blended Cultures Vendor Proposal & Vendor Application

- The Blended Cultures Vendor Proposal and Vendor Application are explicit documents outlining provision of services and categories of payment.
- The Vendor Application is available on our company's website. Be sure to review that application for further information.
- This last part of the workshop focuses on the contract relations you might have with Blended Cultures or any related event entity, including but not limited to entities' provision of food and utilization of human resources, employee, contract, or otherwise. These are useful tips to consider in your vendor event planning.



Tip #1: Know Your Party

- A standard event planning contract, as in any contract, references the appropriate parties, effective date of contract, purpose, and address.
- Be sure that you as the vendor are clear about your role as a party to a Blended Cultures application, proposal, contract, etc.



Tip #2: Set Boundaries

- It is important to set boundaries with the people you use or the people/organizations whose services you secure.
- Outlining responsibilities and offering services, even if complimentary, should be clearly delineated in an email or in writing so there is no confusion about what each person wants.
- Contracts are great for mitigating potential risk.



Tip #3: Manage Payment Terms

- Blended Cultures requires an upfront fee for vendor participation to secure a vendor spot.
- Therefore, it is good practice to request payment for services you provide or at least offer a reasonable outline of upfront payments and then milestones necessary to support a firm payment structure.
- The relationships you have with vendors as a Blended Cultures vendor should be managed efficiently.



Tip #4: Cancel Appropriately

- Be sure to outline cancellation and refund policies with any contract relationship you have separate from the one with Blended Cultures.
- You might not receive a full refund or a refund at all if you cancel with another vendor.
- Blended Cultures does not offer refunds.



Tip #5: Read the Whole Contract

- Regardless of the entity, read the whole event planning contract, even if the contract is an application and/or proposal.
- You are responsible for understanding basic contract law concerning legal fees, severability, entire agreement, and governing law.
- When you sign the contract, whether with Blended Cultures or another event organizer, be sure you know what you are signing and what you are party to.



Conclusion

Measuring Success

Conclusion

- A comprehensive event plan includes the following:
- Determining goals and objectives
- Establishing a feasible and realistic budget
- Building the appropriate team to manage areas of responsibility
- Aligning your goals with the event theme
- Creating an appropriate marketing and promotions plan
- Utilizing appropriate tools
- Measuring success



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