

**Title:**

OPERATIONS TRACK: Basic Event Planning: It's More Than "Just Planning a Party"

**Type:**

Oral

**Keywords:**

chapter and event planning

**Target Audience:**

chapter leaders

**Summary:**

Most professional event planners will tell you that planning an event will be one of the most challenging things you will ever do. It requires a variety of skills covering many details that can make or break the success of your event. In this session, you will receive a birds-eye view of the five broad areas of event planning: organization & needs assessment, goals & objectives, planning, implementation and post event assessment. Together, these areas fit together to create a successful event that has a positive return on investment for your organization.

**Final Number:**

CE 04

**Slot:**

CE 04: Saturday, September 22, 2012: 1:45 PM-3:00 PM