

Planning the Perfect Event...Without Stress

By Kimberly Renee

Event planning can be easy and should be fun.

Whether you're planning an elegant gala for 1000 people or a small intimate birthday celebration for your spouse you must follow basic guidelines in order to make your event a stress free success. You should always have as much fun as your guests if you follow these simple guidelines.



Start Planning Early & Have A Plan

Planning a party or event is about just that...planning. As soon as you set your date — the earlier the better — you should jumpstart your planning.

Make a check list and timeline of the things that you need to accomplish. For example, choose your theme, purchase decorations, choose flowers, pick the menu, make entertainment selections, order invitations, and so on. Always write everything down!

Even if you have the best memory, it is impossible to remember all of the little things that need to be done. Put a deadline on every task listed, and make sure you allow extra time. Remember, the more you accomplish in advance the easier you will breathe closer to the event.

Remember The Little Details

The most successful parties always have one thing in common: attention to detail. It's the little things that people remember, whether it's a toiletry basket in the bathroom, a personalized gift, or anything that you can do to make your event more of an "experience" and set it apart from others.

Dare To Be Different

Just because something is always done a certain way doesn't mean it is the only way. Don't be afraid to be creative and take a chance. You want your party to be interesting. Dare to be different...experiment and I'm sure that you won't regret it!

Ask For Help

No one can do it all, and it is ok to delegate and ask for help when necessary. You will only stress yourself if you have more things on your list to do and can't possibly do them all. You can hire a professional party planner if you think your event is too big to tackle alone; for a smaller event, family and friends make great helpers and are happy to lend a hand.

Remain Calm!

The worst thing you could do is panic on party day. Remember: There are no problems...only solutions. Even though you may feel like everything is spinning out of control, you must remain calm so that you can clearly address any issues or problems that arise. You set the tone of the party as the host; if you're relaxed and treat any problems as no big deal, your guests will take the same attitude. What's the worst that can happen? So what if the cake falls on the ground...have a good laugh with your guests and pull out the chocolate chip cookies. People make the party...the party doesn't make the people!

Kimberly Renee is the *Director of Marketing and Trade shows for Digest Trade Show Management* located in Medford, NJ. She has been producing large-scale state and national conferences, trade shows and scholarship events around the country for over 11 years.

*Her latest project is "Executive Women Leading the Way," a unique two-day event at which 500-800 successful women executives will come together to learn from their peers, share ideas, rejuvenate body & soul and create balance in their lives. Attendees will be taken on a journey that will allow them to exchange leadership strategies, learn from leading business experts while rejuvenating their spirits, reinventing their images and having a great time. This retreat will empower, educate and transform even the most successful executive. Set at a beautiful spa resort in a city near you, this will be an unforgettable, life-changing experience. You can contact Kimberly at (609) 953-4900, ext. #251 * or email kimberly@digestshows.com*