

The community events essay sample



**ASSIGN
BUSTER**

Special events like any other event should begin with a purpose and goal. Therefore, developing a event such as this, takes more than just a vision. According to Fenich, (2011), it takes planning, understanding your target market, having basic knowledge, using effective communications, working with volunteers or volunteer organizations, working within a budget, promoting the event, and even creating the logistics for breaking down the event.

Most are staged as a one-time event that brings folks along to celebrate a happening or activity like “ the purpose of fund-raising, establishing a city or community as a local regional, or national destination, and to stimulate the local economy” (Fenich, 2011, p. 141). Typically, firms or associations could use a special event as some way of positioning themselves among a community, and it’s customers. These events may also be a sponsored. Sponsored events has the advantage of being marketed to the general public, so reaching a lot of customers.

Relationship and communication are the keys to a successful events. These community events bring folks along for laughter and fun and to socialize. The city where I reside is an attractively old-fashioned town with a small town feel. Located downtown stood a 100-year-old building. A few years ago, the building was purchased. The Rocky Top Hospitality company fully restored the old building and equipped it to host any event. The floors are rescued, and also the support beams, and displays the historical value and former glory.

The location was named Cross + Main, which was formerly called the Boondocks. This sublime venue would be the right place to host a fund-raiser dinner – a Gala Dinner/Dance. This event would be for a particular cause. However, the first thing to do is check and see if any permits or licenses are needed, as an example, liquor permits. Creating a theme, setting the date and time are next on the check-list. The style of the special event being held and will decide the degree of the preparation required. The attendance and the budget are directly related.

Therefore the budget should be clear and embrace all the elements of cost. To encourage group action and market the event, I would initially contemplate the demographics of the community where I live and what's the simplest way to reach folks. This event is going to be marketed through the community by flyers, and word-of-mouth. This promoting strategy is enough, to get support from local businesses within the community. Once designing a special event, it's necessary for the planner to possess a checklist.

It's a great tool, that's necessary to guarantee that you accomplish and complete your goals and objectives. Fenich, (2011) implies that having tools in place is the keystone for fulfillment in managing the gathering. Within the county wherever I live, Louisburg, N. C. It's simply down the road and is referred to as “ the capital town of Franklin County”. Louisburg is another town that has historical culture and values. It has been established since 1779 and named for King Louis XVI of France. Louisburg has sixteen buildings listed within the National Register of Historic Places.

In recent years, Louisburg began to build a Downtown Amphitheater, at River Bend Park. The park is the perfect place where the community, visitors, and travelers can pull out their lawn chairs or blankets and relax and enjoy. Since “ everything revolves around the date and time of your special event”, says (Hard, 2018). It is critical to make sure the date and time you determine may be suited for the event and also the community. This special event will include an atmosphere of the hospitality and a welcoming environment that’s already unfolded within the county.

According to Reber, (2008), “ every successful event a contains a primary purpose or mission, accomplished by goals and objectives, which are the measurements of success”. With my to-do-list, I would recruit people to help with the event. Besides, “ working with a team of people will make life easier but, the size of the team will vary depending on the scale of the event” (Niven, 2013, para. 2). I would discuss with city officials concerning any licenses and permits. The next thing to be done is to create a theme, one that would be creative and unique, but simple.

The event’s theme would be so impressive that it will not only attract the residents, including those from surrounding communities. For the food and drinks, utilizing the services of local Food Truck vendors within the county, is option number one, because this may be some way to draw in a number of their regular customers to the event. For activities, there will be Bounce Houses, Balloon Sculpturing, Face Painting, and much, much, more. Things that may need to be completed will get completed as time draws near, there’s no time to waste.

As Hard, (2018) suggests that even a single hour difference can make an impact on your planning, so you need to get specific about your anticipated time frames. The meeting before the event will be to check all details, certify a contingency set up is situated, During this meeting, we will make sure all bases are covered such as safety and insurance, to “ try to prevent something going wrong and cover for it in case it does” (Niven, 2013, papa. 5). And the day of the event, The team arrive early to make sure everything is organized and nothing is uncompleted. The special event will be an amazing one, that will bring pleasure to the community.

All those in attendance will have a day of fun and excitement, that will be talked about even after the event is over. This special event will reflect how a small town can have Big Fun!.

References

Fenich, G. G. (01/2011). Meetings, Expositions, Events, and Conventions: An Introduction to the Industry, 3rd Edition. [Bookshelf Online]. Retrieved from <https://bookshelf.vitalsource.com/#/books/9781269514408/> Hard, R. (2018).

Guidelines for Planning a Public or Community Event: What Public Event Planner Can Learn From the City of Chicago. Retrieved from <https://www.thebalance.com/guidelines-for-planning-a-public-event-1223528> Niven, R. , (2013).

Top Tips for Planning a Successful Community Event. Retrieved from <https://www.theguardian.com/voluntary-sector-network/2013/feb/05/tipa-planning-successful-community-event> Reber, J. P. (2008). <https://assignbuster.com/the-community-events-essay-sample/>

The 7 Elements of A Successful Special Event: Guidelines for Special Events

Producers Large and Small. Retrieved from <https://www.jamesreber.com/ProducingEvents/ElementsSpecialEvent.html>

Town of Louisburg.

Retrieved from <https://www.townoflouisburg.org> Town of Youngsville.

Retrieved from <https://www.townofyoungsville.org>