

Event planning in sports management



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The desired results of the planned function need to be clearly defined. The means of achieving the goals of events must be well outlined. At the same time, close cooperation with the client is necessary so that the meeting understands the client's desire. After discovering the client's desire, the matters are whittled down to sizes that are communicated to the world in the next excellent meeting. The client also gets a picture of why his presence in of assistance in the next meeting (Milne & McDonald, 1999).

Specific questions that define the objective of the event will aid in finding out the priorities and goals of the meeting. Why should we get together? What is the point of the meeting or event or banquet or conference? Could the goal of the event be educating, inspiring, informing the audience or networking or making money? What is the objective group: Event members or spouses or children or suppliers or customers?

As the meeting ponders the answers to these questions, the potential of the event will be determined. An objective statement will be obtained and can be communicated to the planning team. The attendees of the event will be identified as well as their desires during the event. The objectives highlighted will be used in the meeting's promotional material. As a result, everyone will sing from the same page (Freedman, 2013).