

Event Planning

How do you plan events?

Event planning is a very logical process. If you follow our explicit instructions, it's a breeze! Actually, it's a fun process, and here are a few tips to ensure your complete planning enjoyment. The first step is brainstorming. Brainstorming is a group problem-solving technique that encourages spontaneous contributions. It takes place in a relaxed setting in which everyone is encouraged to participate.

What does brainstorming do for us?

Brainstorming works because ideas are not evaluated right away. In fact, the participants do not even attempt to determine if the suggestions are feasible at the time they are suggested. Evaluations are not done at all until after all suggestions have been made because the whole purpose of brainstorming is to maximize the group's creative process.

How do we brainstorm?

First, there are a few guidelines and rules you should follow when beginning to brainstorm. State the problem clearly: make sure that the issue is understood before you start talking. Focus on only this one issue. Try to limit the group size to ten people. The smaller the group, the more easily people will open up. Organize yourselves so that everyone can see each other. Plan brainstorming jam sessions in the morning if you can as your minds are more productive then, don't rush people. (Remember, true genius can't be rushed.) You're more likely to come up with ground-breaking ideas when you're relaxed. Write all your suggestions down so that everyone can see them. This way you won't forget them and existing ideas can help stimulate additional ideas or new combinations of ideas. If you come to a standstill, restate the problem, and reassure everyone that ALL ideas are welcome.

1. Do not discuss ideas.
2. Don't criticize, praise, or judge.
3. Be spontaneous; just call out your ideas.
4. Repetitions are O.K.
5. Quantity counts.
6. Do "piggy-back" programming or build on each other's ideas.
7. Enjoy the silences, often the best ideas come out of them.
8. Be outrageous, have fun.
9. Put each idea on the list without editing.

Once we have brainstormed, what do we do?

The second step is evaluation. Here's some tips on how...

1. Post the lists of everybody's brainstorming ideas on the wall and let everyone read each other's work.
2. Organize the ideas into related categories.
3. Decide which ideas are most promising and which can be eliminated; this can be done by the group putting a + or - by the ideas.

4. Rank-order ideas.
5. Pick the ones with the greatest potential and highest priority for either implementation or refinement.
6. Be sure to use the ideas generated. It is demoralizing for a group to invest its time, energy, and creativity and have its ideas disappear. On the other hand, seeing your idea come to life is really rewarding and motivating.
7. Determine which options are feasible by evaluating the time, money, work, and other resources required to make the idea come to life.
8. Next give each proposal a feasibility rating.
9. Finally, decide on a solution that is both feasible and appealing to the majority of group members.

Reviewed March 2022