

the devil is in the details

It is [the little things](#) in life that count, according to the old adage, and this is certainly true as far as your special event is concerned. [The devil really is in the details.](#)

Special events are a part of our daily lives in the form of social milestones, sporting events, corporate meetings and conventions, festivals or public events. Though each is very different from the other, they all start with [communicating a message](#). With the increase in media fragmentation over the past few years, now more than ever, it is crucial to deliver your messaging in a way that speaks to your [identified target](#).

This is where a number of organizations start off on the wrong path in planning. How can you communicate a message without knowing it yourself? It's not just about declaring that you want to have a big party that gets talked about for weeks afterwards. While that is a nice [plus](#) and great [positive](#) publicity for your event, it doesn't translate well in terms of messaging. So the first step in creating your event messaging is to define your [objectives](#) based on the desired outcomes for your organization. By understanding your event's [overall purpose](#) and how it relates to your organization's [mission](#), you'll have a better vision of how to communicate the details to your audience. Is the purpose of the event to increase awareness for your organization, build relationships, introduce new members, or raise money for a cause? Knowing all the [critical details](#) on the event's [purpose](#) will help you incorporate and share that message with your target audience.

Now that the objectives and goals have been set, it's time to incorporate the [details](#) into each and every part of the event. Failing to do so can hurt the longevity and profitability of an organization's special events. The best starting point is to find ways to [incorporate the message](#) into all of your [event details](#), including the graphic designs, event program and agenda, event signage, volunteer communications, media outreach, community advertisements, and the overall merchandising and promotion of the event. Establishing [consistent messaging](#) and [design aesthetics](#) into your special event's details will help create a memorable event for your audience and build relationships for the future.

From an annual meeting to a 5k charity run to a community festival, orchestrating a special event takes more than just an idea. It takes [a bigger understanding](#) of your event and [its messaging details](#) in order to take an event from great to extraordinary. The devil may be in the details, but so is the [success](#) of your special event.



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