



Setting the Mission and SMART Objectives for an Event

This document provides a comprehensive guide for event planners on setting the mission and SMART objectives for any event, from large-scale conferences to intimate gatherings. The document outlines a structured approach to defining the event's core purpose, aligning it with the client's goals, crafting SMART objectives, and developing strategies for successful execution.

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Defining the Event's Core Purpose

The mission statement articulates the overarching reason for the event, providing a clear and concise statement of its intended impact. It should answer the question: What do we want to achieve with this event? The mission statement serves as a guiding principle for all event planning decisions and ensures that every aspect of the event contributes to its ultimate goal. For example, the mission statement for a business conference could be "To facilitate networking and knowledge sharing among industry professionals, driving innovation and growth in the sector."

Aligning the Mission with the Client's Goals

The event's mission must be intricately aligned with the client's objectives. This requires a thorough understanding of the client's overall business strategy, their specific goals for the event, and their target audience. An event planner should engage in in-depth discussions with the client to fully comprehend their aspirations and ensure the event effectively contributes to their larger business goals. For instance, if a client aims to increase brand awareness, the event's mission could focus on creating a memorable experience for attendees that promotes positive brand perceptions.

Crafting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) Objectives

Once the mission is established, SMART objectives are formulated to provide specific, measurable targets that support the overall mission. Each objective should be:

- Specific: Clearly define what needs to be accomplished.
- Measurable: Have quantifiable metrics to track progress.
- Achievable: Be realistic and attainable within the event's scope.
- Relevant: Directly contribute to the event's mission and client's goals.
- Time-bound: Have a defined deadline or timeframe for completion.

For example, an objective for a business conference could be "To increase attendee satisfaction by 15% compared to the previous year's event, as measured by post-event surveys."

Identifying Key Performance Indicators (KPIs)

To effectively track progress towards achieving the objectives, key performance indicators (KPIs) are essential. KPIs are quantifiable metrics that measure the success of specific objectives. They provide concrete data points to assess the event's performance against the set targets. Examples of KPIs for an event include:

- Attendance numbers
- Social media engagement
- Lead generation
- Survey responses
- Website traffic

By closely monitoring these KPIs, event planners can identify areas for improvement and adjust strategies as needed.

Developing Strategies to Achieve Objectives

Strategies outline the specific actions and initiatives that will be undertaken to achieve each objective. They should be carefully tailored to the event's unique context, target audience, and budget. For example, to increase attendee satisfaction, strategies might include:

- Offering interactive workshops and engaging speakers
- Providing high-quality catering and refreshments
- Creating a comfortable and accessible venue
- Collecting post-event feedback through surveys

The strategies should be detailed and specific, providing clear guidance to the event team on how to execute the objectives.

Anticipating and Addressing Potential Challenges

A successful event planner anticipates and proactively addresses potential challenges that could hinder the event's success. This involves conducting a thorough risk assessment to identify potential obstacles, developing contingency plans to mitigate risks, and allocating resources to address unforeseen issues. Challenges could include:

- Low attendee turnout
- Technical difficulties
- Budget constraints
- Weather-related disruptions

By preparing for these challenges, event planners can ensure a smooth and successful event, even in the face of unexpected circumstances.

Communicating the Mission and Objectives to the Event Team

Effective communication is crucial for ensuring that the entire event team understands the mission and objectives. This requires clear and concise communication of the overall goals, specific objectives, and the roles and responsibilities of each team member. The communication should be ongoing and include opportunities for questions and feedback.



Regularly Reviewing and Adjusting the Objectives

Event planning is an iterative process, and it's important to regularly review and adjust the objectives based on the event's progress and changing circumstances. This ensures that the event remains aligned with the client's goals and that the objectives remain achievable. The review process should involve analyzing the KPIs, soliciting feedback from the team and stakeholders, and making adjustments as needed.

Measuring Success and Lessons Learned

After the event concludes, it's essential to measure success against the set objectives and identify lessons learned. This involves analyzing the KPIs, gathering feedback from attendees, and conducting a post-event debriefing with the team. The insights gained from this analysis are invaluable for future event planning, ensuring that future events are even more successful.