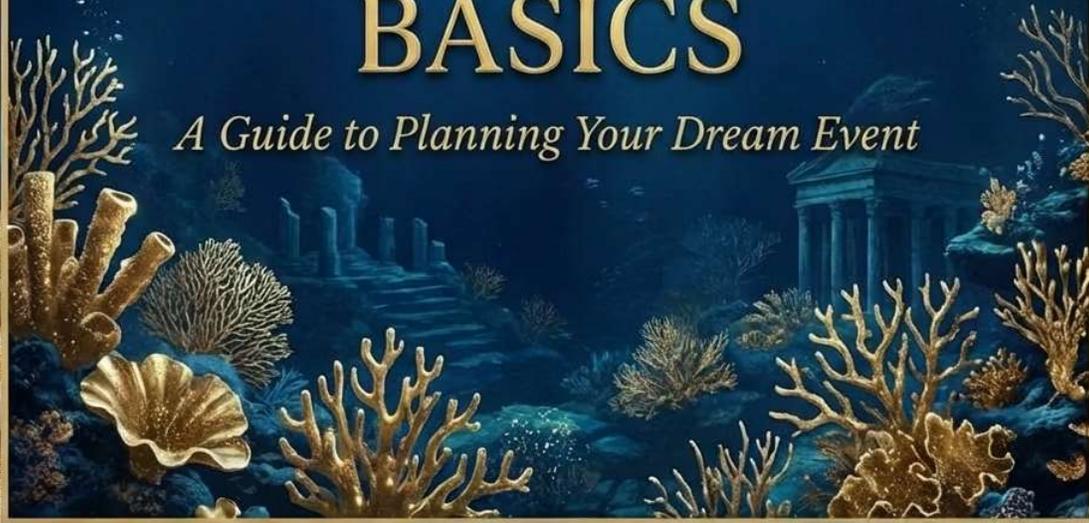




# EVENT PLANNING BASICS

*A Guide to Planning Your Dream Event*





## **Begin your dream event planning with confidence.**

Event planning fundamentals are essential because they provide structure, clarity, and control throughout the event lifecycle.

Strong foundations define objectives, target audiences, budgets, timelines, and roles, ensuring that decisions align with the purpose and available resources.

They mitigate risk by anticipating challenges, managing logistics, and coordinating vendors.

Clear planning foundations also improve stakeholder communication, enabling smoother collaboration and faster problem-solving.

By setting measurable goals and contingency plans, planners can track progress and adapt to change with confidence.

Ultimately, solid foundations turn creative ideas into well-executed experiences, enhance attendee satisfaction, protect financial outcomes, and ensure events are delivered consistently and successfully.

Here are the essential questions, organized by priority.





## 1. The Fundamental

These questions form the core of the booking framework.

**What is the "hard" guest count?**

*The minimum guaranteed number versus the expected maximum capacity of 650*

**What is the nature of the event?**

*A corporate seminar requires a very different atmosphere and setup than a wedding or a birthday party.*

**Are the dates flexible?**

*If the preferred date is booked, can you move to a Friday or Sunday?*



## 2. Spatial & Technical Requirements

The arrangement of physical space can significantly influence the overall experience.



**What are your zone requirements?**

*Do you need a dedicated space for a dance floor, silent auction, photo booth, or stage?*

**What are your AV needs? Will there be a slideshow, a keynote speaker, or a live band?**

*About microphones, HDMI connections, and house sound.*

**Do you need a "Green Room" or a bridal suite?**

*Do VIPs need a private space to change or store their belongings?*



### **3. Culinary & Beverage Preferences**

Catering is usually the most significant expense; clarity is essential here.

**What is the desired service style?**

*Plated, buffet, stations, or passed hors d'oeuvres?*

**How would you like to handle the bar?**

*Open bar, cash bar, or a limited "signature drink" menu.*

**Are there known dietary restrictions?**

*Mention common ones like celiac, vegan, or halal to show you are Proactive.*





#### **4. Vendor & Logistics Management**

Understanding who else is entering the space helps you coordinate the "load-in."

**Will you be using our in-house vendors or bringing your own?**

*If bringing your own, ask about insurance requirements.*

**What is the "Decor Vision"?**

*Are you bringing heavy items, hanging items from the ceiling, or using "messy" items like glitter or confetti?*

**When do you need access for setup?**

*Clients often forget they need 2-3 hours before the start time for floral and decor setup.*

*Thank You & Happy Planning*

Atlantis Banquets, Arlington Heights, IL

