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BACKWARDS PLANNING

One of the largest tasks an organization will encounter is planning an event. The key to success is having a plan of action to accomplish every task that must be accomplished to assure a great event. The most effective method of planning an event is to start from the day of the event, working back to the present day. By looking at a timetable to get things accomplished, you’ll be more apt to schedule completion dates more realistically and have a successful event.

PROCESS

Make a list.

Make a list of tasks that must be completed before the program. Include:

• Publicity and advertising pieces

• Space reservations

• Travel arrangement and accommodations

• All other details

*Using a calendar, start with the last task on your list to be completed before the program.*

*Write it on your planning calendar and consider its components. If there are component tasks which need to be completed by specific dates, work backwards with them and plug them into the calendar.*

*Proceed with the next to the last task to be completed, and so on until you have worked up to the most immediate task.*

*After all deadlines are decided upon, delegate tasks to team members.*

By working backwards, before you ever start to go forward, you run less chance of overlooking an important component or realizing that you have eight major tasks to complete by tomorrow. This process of careful pre-planning gives you a better chance for allowing time to complete the tasks efficiently and effectively.

**Backwards Planning Calendar**

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| --- | --- | --- | --- | --- | --- | --- |
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
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