

10 TIPS

for Creating
Private Events
& Weddings



American Golf

10 TIPS *for* Creating Private Events & Weddings

TIP 1

Pick An Exciting Location

One way to make an event exciting is a change of scenery. An office party is great, but an office party on a cruise ship is amazing. Naturally a cruise ship will be well out of many people's price range, but the point is that choosing a unique location like a golf course or private country club will make your event stand out.



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TIP 2

Competitions

Having competitions during your event will get people engaged and interested too. Who can sing the best karaoke cover of Satisfaction? Who can eat the most hot dogs? Competitions always get people excited and they love to see their friends and coworkers engaged in them. Just be sure to have prizes for the winners because competition feels hollow without a reward.



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TIP 3

Have A Goal

Defining a certain outcome from an event is very beneficial. Results-driven events can help you achieve particular goals and outcomes. When you have set the purpose for the event, you then need to work on how to get what you want. When you are developing these ideas, write down a few goals that you want to achieve during the time together.



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TIP 4

Announcements and New Releases

By making important announcements or pre-releasing important items at your event, you insure that people do not want to miss your event. Think of all the Apple conventions where Steve Jobs announced future plans for the iPhone or iPad and how these events were always highly anticipated by the public. While an event should always focus more on fun than anything, mixing in some business never hurt.



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TIP 5

Gifts and Raffles

Another good way to spice up an event is to include presents or a chance to win something. This adds excitement and gets people invested and, in the case of raffles, you usually get more money back than you spend on prizes. If possible, try and get the gifts sponsored from local organizations to get greater community involvement and undercut your own costs.



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TIP 6

Speakers

Also key to any event is someone of interest who people that come to your event would want to hear speak. At a golf event, you might want a PGA Tour participant, at a medical conference you might want to hear a doctor talk about the revolutionary surgical technique his team has developed. Plainly speaking, having a person of interest or two to speak to the gathered crowd about a shared interest is a good way to add structure to an event and drum up interest.



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TIP 7

Entertainment

Make sure there are activities or music or games to keep people interested throughout the duration of your event.

Even just having an iPod playlist looping through a handful of songs to give your event some atmosphere will help keep things lively. Games are a good way to keep people engaged and mingling about, especially if they are games that require groups of individuals.



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TIP 8

Get People Invested Beforehand

Next, people need to be excited for an event, they need a reason to care about going. Are there going to be prizes offered? Will people who help fundraise for your event get some sort of reward for helping that would motivate them to help? You want people to show up at your event so you need them to be excited before the event, nothing is worse than waiting for the last minute to see if everyone will show up. If something like that does happen, you can be sure that the people will be disinterested in the actual event and come more out of boredom than anything. If you can find a way to excite them beforehand and get firm commitments on their arrival, a better time will be had by all.



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TIP 9

Food and Beverages

No party is complete without a truly incredible selection of food and beverages to choose from. The first question on most guests mind when they arrive at an event is “where’s the food?” Most parties can be rendered dull and uninteresting without food and even a bad get together can be saved if the food is good. Whether it’s a seated dinner complete with formal linens or a hearty buffet with perfectly cooked prime rib, be sure that your event has food.



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TIP 10

Involvement and Planning

The first step to a great event is to make sure your behind the scenes work is covered. You'll want an event planning committee that is focused, capable, and can get work done quickly and efficiently. You'll probably want a mixture of various personality types pulled mostly from a few major subsets. You'll want someone who is a motivator and focused leader, someone who is methodical and rigorous in checking details, someone who aims to please people (this type will usually be good at knowing what events or attractions will go over well with the attendees), and someone who can garner publicity and draw attention to the event. Another focal point is using a facility that has a professional, veteran sales person who can help match your needs with their venue.





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For more information about planning your event contact:



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