

# *7 Steps to a Successful Event!*

By michael SWENSON

- *Create a Budget*

The most common obstacle when it comes to party planning is the budget. The key is to realistically look at how much you can afford to spend. One way to de-stress the budget is to split the responsibilities with one or two trusted friends. Set explicit guidelines up front of who is responsible for what and stick to it.

- *Entertainment That Everyone Can Enjoy*

When putting together an event, some form of entertainment is essential. Whether you decide on a live band, a DJ, a comedian, or a hypnotist, go with something that all your guests would enjoy. Don't be afraid to try something new and different though. Open their minds to new worlds. Give your guests something they will remember forever.

- *Create a Theme*

Theme parties can be a lot of fun and if they are done carefully the cheese factor is all but eliminated. A theme can be anything from the decorations to having guests dress all in the same colors. For example a classic theme in the summer is a luau which is very easy to decorate and dress for. Keep in mind that the season you are in should have some influence on your theme. A winter wonderland theme wouldn't work as well in July as it would in December. Also you want to make it easy for your guests to dress appropriately.

- *A Good Guest List*

Guests can make or break an event. The right mix of people will definitely make for an event to remember. Try to invite friends and acquaintances that you know will get along and you may even spark new relationships. Make sure your guests have good icebreakers (i.e. entertainment) and as the host, make sure the conversations are flowing. You are the one person almost everyone should know, so circulate through the room and keep things going.

- *Location, Location, Location*

As the old saying goes, “Location is everything.” Whether you have your event in your home, rent a hall, or a hotel ballroom, your location should be affordable and easily accessible for your guests. If you are having a lot of out-of-town guests then a hotel would be ideal. If your guests are mostly family then your home would work well. Whatever you choose, make sure you and your guests will be comfortable.

- *Start a Buzz*

How do really bad movies do really well at the box office? Studios start a buzz about them. People get to talking and before you know it, it’s a hit. Do the same thing for your event. Spread the word among friends and family and get them talking about it. Tell people what’s going on and they won’t want to miss it.

- *Relax and Enjoy!*

The day of the event is here and everyone is really excited. You’ve worked hard and now it is time to relax and enjoy your party. Have a good time, mingle with your guests. If something doesn’t go perfectly, it’s okay. Chances are no one will even notice any mistakes. And if they do, then don’t invite them to the next event!

Michael Swenson is an entertainer who is dedicated to helping you make your next event a huge success. To find out more about him or to contact him, visit [www.Hypno.com](http://www.Hypno.com) or phone him at 858.382.2595.