**Common Event Planning Mistakes**

When planning events there are so many details to keep track of and sometimes things can go wrong. Here are a few of the most common errors people make when planning events.

* **Incorrect/insufficient advertising**
	+ Wrong, date, time, location, missing information, not enough advertising etc.
* **Assumptions**
	+ Assuming people know what is expected of them without following up, assuming reservations/setup is taken care of
	+ Failure to double check/triple check room, food, travel etc. reservations
* **Insufficient allocation of funds/budget**
	+ Forgetting to budget for things like decorations, food, water for performers, paying extra staff/security, incidentals, additional unanticipated costs
* **Procrastination**
	+ Not enough notice for advertising, reservations etc.
	+ Waiting until the last minute for event approval, contracts, admin signatures
* **Under/Overestimating audience attendance**
	+ Can result in insufficient space, food, cost for additional guests etc.
* **Scheduling**
	+ Event takes longer than planned or less time than planned
	+ Conflicts with other events happening simultaneously
	+ Forgetting to account for setup/teardown time
* **Not considering the desire of target audience**
	+ Event appeals to only a small number of people
	+ Cost to attend event is too expensive/unrealistic
* **Failure to have a backup plan**
	+ What happens if it rains on your outdoor concert or your comedian misses his flight?
* **Not delegating/having enough help**
	+ Can result in burnout/stress
	+ If on a team, team feels unneeded or like they can’t be trusted to help
	+ If you do delegate, be sure to check in and make sure tasks are being completed