**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