

Special Events, Meetings, Corporate Events, Fundraising Galas, Conferences,

Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions,

TIME MANAGEMENT FOR

Special Events, Meetings, Corporate Events, Fundraising Galas, Conferences,

event *planners*

Expert Techniques and Time-Saving Tips for
Organizing Your Workload,
Prioritizing Your Day,
and Taking Control of
Your Schedule

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—Harvard Business School, Working Knowledge

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“Judy Allen strikes again. The veteran event planner...writes with the voice of experience and offers readers guidelines for establishing ethical policies in the office and on-site at events...a good refresher, and excellent reading for novices who need to know how to keep personal and professional boundaries from being crossed.”

—Corporate Meetings & Incentives Magazine

“This book contains invaluable information for anyone who handles events for their organization. A host of real-world stories from the field—the good, the bad, and the ugly—serve as examples of codes of conduct (or lack thereof) as well as cautionary tales of what can happen when ethics and etiquette fall to the wayside. Allen thoroughly examines many scenarios and provides practical advice that any planner would be foolish not to heed.”

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—Lisa Hurley, Editor, Special Events Magazine

“Judy Allen has crafted another meaningful book in her series on event practices. Every business owner must immediately add this treasure chest of useful ideas to their bookshelf.”

—Richard Aaron, CMP, CSEP, President of BiZBash Media, NYC

“In an ever-competitive marketplace, a meeting practitioner must know the niche in which she or he wants to establish credibility. Once established, marketing oneself and one’s services becomes an exciting challenge. Judy Allen’s tips, provided with the insight of experience, and with humor, allow the reader to look differently at the opportunities available.”

—Joan L. Eisenstodt, Chief Strategist, Eisenstodt Associates, LLC,
Conference Consulting, Facilitation & Training; and 2004 Hall of
Leaders Inductee

“Judy Allen has given us the ultimate resource guide to event planning. It’s everything you need to know to launch successful company.”

—Ramey Warren Black, Partner, Media-Savvy

ALSO BY JUDY ALLEN

Event Planning

The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Events

The Business of Event Planning

Behind-the-Scenes Secrets of Successful Special Events

Event Planning Ethics and Etiquette

A Principled Approach to the Business of Special Event Management

Marketing Your Event Planning Business

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JUDY ALLEN



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Each event—whether it is designed to entertain, educate or enlighten—becomes someone’s lasting memory. It is not unheard of in this business to have clients and/or guests still celebrating an event that happened over 10 years ago and able to recollect the tiniest of details because it really captivated their complete attention and respect. Producing such results takes talent, teamwork and a commitment to mastering time management so that no minute part ever goes unchecked, no great idea is bypassed, and no personal or professional learning or growth opportunities are missed due to a lack of time caused through inefficiency or ineffectual use of time.

This book is dedicated to event planning professionals around the world who give their time, energy, expertise and creativity to producing events that are meaningful, memorable and magical, and who use their time wisely to become masters of their day and of their craft.

CONTENTS

<i>Preface</i>	<i>xvii</i>
<i>Acknowledgments</i>	<i>xix</i>
Chapter 1: Taking Stock	1
Reaching a Defining Moment	6
Identifying What You Really Do Day to Day	8
Analyzing What You Need to Do to Get the Job Done Effectively	24
Defining What’s Essential for Performance and Advancement	25
Uncovering Hidden Job Requirements	27
Chapter 2: Charting Your Priorities	29
Developing Time Sensitivity	31
Identifying Potential Time Crunches in Advance	34
Freeing Up More Time	36
Maneuvering More Minutes into Your Day	38
Bringing Order—Through Reorder	40
Creating a Sample Time Management Reorder Grid	45

Chapter 3: Designing a Daily Action Plan	47
Structuring Your Workload to Efficiently Meet Your Objectives	50
Organizing Your Day for Maximum Effect	52
Becoming Critical About How You Spend Your Time and Energy	53
Taking Control—Clearing the Clutter	56
Getting to It and Through It—Due, to Do, Done	60
 Chapter 4: Integrating Time Management Tactics Into Your Day	 65
Setting Personal and Professional Goals	66
Meeting Your Objectives and Deadlines	69
Preparing for the Unknowns and Unexpected	72
Minimizing Distractions When in the Office	74
Minimizing Distractions When Out of the Office	83
 Chapter 5: Implementing Time-Saving Systems and Procedures	 95
Gaining Value by Outlining Expectations	96
Establishing Company Codes of Conduct in Key Areas	98
Setting Time-Saving Codes of Conduct	
Creating an Action Plan for Emergency Situations	101
Saving Time Through Technology	106
Deciding When to Delegate or Outsource Expertise	110
 Chapter 6: Working Around the World on Multiple Projects in Multiple Time Zones	 113
Juggling Multiple Files, Tasks, Responsibilities and Players	117
Learning to Time Shift	129
 Chapter 7: Getting Time on Your Side	 135
Riding the Wave of Work Expectations	136
Building in Time Buffers	142
Identifying Time Triggers	153
Performing Time Edits	153
Creating Your Daily Action Plan	156

Chapter 8: Saving Time When Out of the Office and On-Site	159
Preparing in Advance	161
Taking the Trip	170
Getting Back to Business	173
 Chapter 9: Making Time for Professional Pursuits	 175
Taking Advantage of On-the-Job Opportunities	179
Investing in Professional Development	181
Finding Educational Value in Attending Incentive and Premium Trade Shows	184
 Chapter 10: Balancing Your Personal and Professional Life	 191
Defining Your Objectives	193
Protecting Your Division Between Personal and Professional Time	195
Making Use of Transition Time	197
Finding Balance Without Compromising	199
Scheduling Your Personal Life in Your Agenda	200
 <i>Conclusion</i>	 <i>201</i>
<i>Index</i>	<i>205</i>

PREFACE

Event planning, hospitality and related fields, such as public relations, are industries that operate 24/7, 365 days of the year. They are enterprises where those involved often find themselves working down to the wire against seemingly crushing deadlines and a mountain of obstacles that impede their progress, leaving no time for personal and professional pursuits. And for many involved, there is the extra dimension of travel to factor in, as well as learning how to juggle working on a daily basis within a multitude of time zones.

For smooth event implementation, planners must know how to manage their time as well as they manage an event. This is a skill that many individuals lack despite being proficient at planning events. With an event, they are in control of the event elements and timing, but in the office, in meetings and on-site, their time and how it is being spent is seemingly often out of their control—with precious time eaten up while catering to the demands of others. Without the tools to better organize their workload, prioritize their day and take control of the demands on their time, event