The event lifecycle: six phases

01 · Foundations · about 10 minutes

Discovery, concept, planning, production, execution, wrap-up. Every lesson in this course sits in one of these phases, and most failures come from skipping one.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. List the six phases in order

2. Place common tasks in the correct phase

3. Recognise the symptoms of a skipped phase

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

Which phase produces the creative brief?

Sending the post-event survey belongs to

Answers are on the lesson page after you take the quiz.

One line to remember