

10 STEPS TO HOST A CELEBRITY EVENT

**Everything you
need to know
to host events,
where you
spend less and
make more.**



BY KESSA GOODEN

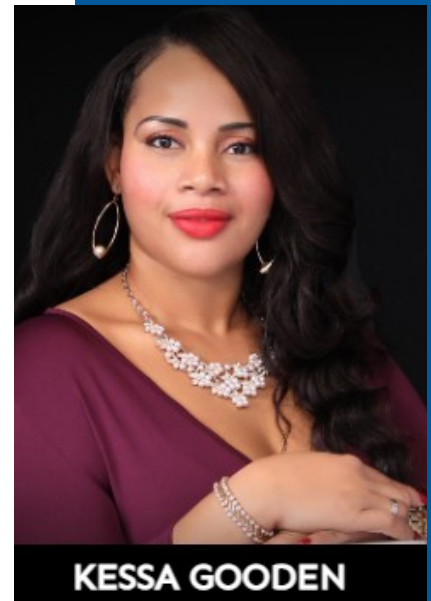
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About The Author - Kessa Gooden

Kessa Gooden is an entrepreneur, motivational speaker, author, and philanthropist.

Through Global Awakened Initiative Inc. Kessa Gooden has been monumental in bringing together the brightest minds of our times, thought leaders, inspiring personalities and speakers to enlighten, educate and inspire our youth, entrepreneurs, business owners, and professionals to do more and be more.

Since 2007, Kessa has been involved in Charity work on her own as well as serving on many charity boards, and the Miami Association of Realtors board. She served as a committee board member on the International Global Committee of Florida Realtors.



She is also the recipient of the Power of Collaboration Lifetime Achievement Award issued by His Royal Highness Clyde Rivers.

Through her organization, Kessa is on a mission to help the younger population of the world, by providing essential life skills.

She believes that the best way to achieve that is by getting our community involved in all that we do.

Now, Kessa is also taking up the responsibility of enlightening others on hosting the most successful events that have the attendance of the most renowned celebrities in the USA.

Hosting a Celebrity event.

When it comes to hosting events, there are a lot of things that you need to take into consideration. From the venue to the food and drink choices, everything needs to be planned out perfectly lest you end up with a disaster on your hands. However, one thing that can really make or break an event is the people who attend your event.

That's where it helps to invite well-known celebrities to your event. Not only will their presence help draw in a bigger crowd, but it can also lend your event a touch of class and sophistication. When your event is attended by well-known people, it can also help increase its overall profile and make it more successful.

Of course, inviting celebrities to your event is easier said than done. They are notoriously difficult to get ahold of and even if you do manage to get their attention, there's no guarantee that they'll actually attend your event.

They are extremely choosy of the brand or charity they endorse and mostly work these deals through their publicists.

Some celebrities can get aligned with your cause and not charge a dime and others will happily attend your event for a cost. It all depends on the celebrity in question. However, there are some tips and tricks that you can use to try and get celebrities to attend your event.

But here is the best part. If you manage to build a good relationship and rapport with the celebrity, then these celebrities will be gracing your events, again and again, building leverage for you and assisting you in building your own brand.

However, if you follow the 10 steps outlined below, you'll be well on your way to hosting a celebrity event that's sure to be a success.



Here Are The 10 Steps

STEP 1: MAKE A LIST OF CELEBRITIES YOU WANT TO INVITE

The first step in hosting a celebrity event is to make a list of celebrities you want to invite. This may seem like an obvious step, but it's important to have a clear idea of who you want to invite before moving on to the next steps.

Think about the type of event you're planning and who would be a good fit. For example, if you're hosting a charity event, you may want to invite celebrities who are known for their philanthropy work. Or, if you're hosting a fashion show, you may want to invite celebrities who are known for their style.

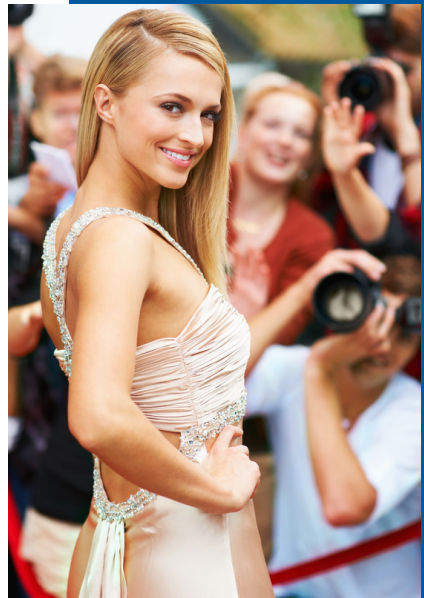
Once you have a list of potential invitees, do your research to see if they're available and within your budget. Keep in mind that some celebrities may charge a high fee for appearing at an event, so it's important to have a realistic budget in mind.

STEP 2: REACH OUT TO THE CELEBRITIES' PUBLICISTS

The next step is to reach out to the celebrities' publicists. This is important because publicists are the ones who ultimately decide whether or not their clients will attend your event.

When reaching out, be sure to explain what your event is and why you think their client would be a good fit. It's also helpful to include information about your budget and any perks you're offering, such as free travel and accommodation.

If you're able to get in touch with a celebrity's publicist, be sure to follow up and send additional information about your event. The more they know, the more likely they are to consider sending their client.



STEP 3: SEND FORMAL INVITATIONS

Once you have a list of celebrities who are interested in attending your event, it's time to send formal invitations. This step is important because it shows that you're serious about hosting a celebrity event and that you're organized.

When sending invitations, be sure to include all the important details about your event, such as the date, time, location, and dress code. You should also include information about any special guests or speakers who will be attending.

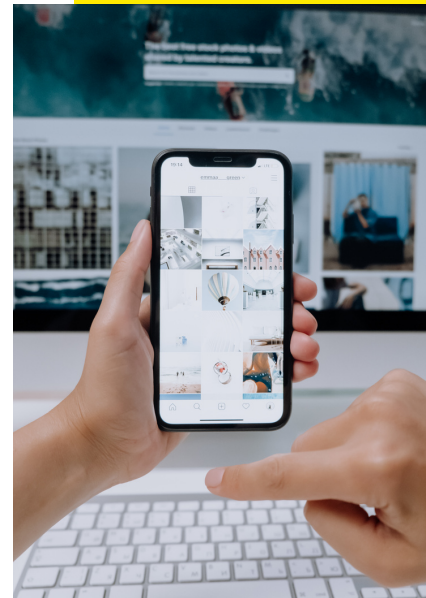
If you're inviting a celebrity who lives far away, be sure to include travel and accommodation information in the invitation. This will help them decide whether or not they can attend your event.

STEP 4: PROMOTE YOUR EVENT

The next step is to start promoting your event. This is important because you need to generate interest and get people to actually attend your event.

There are a few ways you can promote your event. You can start by creating a website or blog where you can post information about your event. You can also create social media accounts and use them to promote your event. Be sure to use hashtags and post interesting content that will get people to learn more about your event.

Another way to promote your event is to reach out to the media and see if they're interested in covering it. This can be a great way to generate interest and get more people to attend.



STEP 5: SECURE A VENUE

The next step is to secure a venue for your event. This is important because you need to make sure you have a place that can accommodate all the celebrities and guests who will be attending.

When choosing a venue, be sure to consider the size, location, and amenities. You should also think about the type of event you're hosting and what kind of atmosphere you want to create.

Once you've chosen a venue, be sure to book it well in advance. This will ensure that you have a place for your event and that all the details are taken care of.

STEP 6: HIRE A STAFF

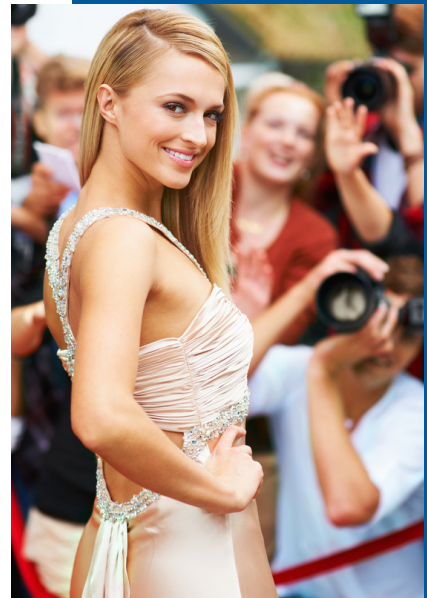
The next step is to hire a staff to help you with your event. This is important because you'll need help with setting up, running the event, and cleaning up afterwards.

When hiring a staff, be sure to consider their experience and qualifications. You should also think about how many people you need and what kind of roles they'll play.

Once you've hired a staff, be sure to give them all the information they need about your event. This will help them be prepared and know what to expect on the day of your event.

STEP 7: CREATE A SCHEDULE

The next step is to create a schedule for your event. This is important because you need to make sure everything runs smoothly and that all the celebrities and guests are where they need to be.



When creating a schedule, be sure to consider the timing of your event and what order everything will happen in. You should also think about any breaks or down-time that you'll need.

Once you have a schedule, be sure to share it with all the staff and volunteers who will be helping you with your event. This will help them know what to expect and when they need to be available.

STEP 8: SET UP THE VENUE

The next step is to set up the venue for your event. This is important because you need to make sure everything is ready and that all the equipment is working properly.

When setting up the venue, be sure to consider the layout of the space and where everything will go. You should also think about what furniture and decorations you'll need.

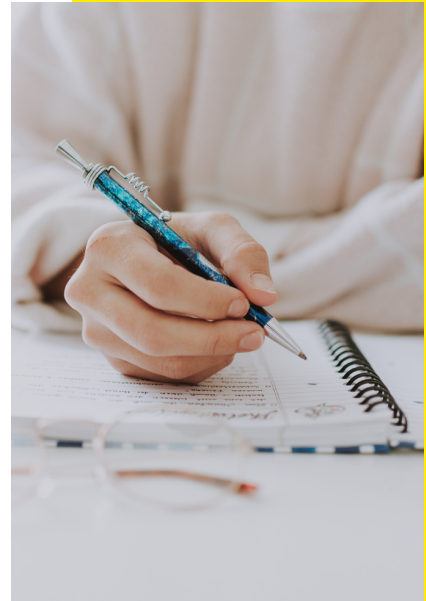
Once you've set up the venue, be sure to test all the equipment to make sure it's working properly. This includes audio/visual equipment, microphones, speakers, and any other special equipment you'll be using.

STEP 9: RUN THE EVENT

The next step is to actually run your event. This is where all your hard work will come together and you'll get to see everything in action.

When running your event, be sure to stay organized and on schedule. You should also make sure that all the celebrities and guests are comfortable and having a good time.

If you have any problems or issues during your event, be sure to handle them quickly and efficiently. This will help ensure that your event runs smoothly and that everyone has a great time.



STEP 10: CLEAN UP

The final step is to clean up after your event. This is important because you need to make sure the venue is clean and that all the equipment is put away.

When cleaning up, be sure to consider the type of event you had and what kind of mess was created. You should also think about how long it will take to clean up and if you'll need any help.

Once you're finished cleaning up, be sure to thank all the staff and volunteers who helped you with your event. This is a great way to show your appreciation for their hard work and dedication.

Hosting a celebrity event can be a lot of work, but it's also a lot of fun. By following these 10 steps, you can be sure that your event will be a success.

