

# John's Photography

## Prom Planner

**Your prom is potentially the biggest event of the social year!**

Planning a Prom can be problematic; this document has been prepared to help make your Prom a success that will be remembered for years to come. It has been written to provide a starting point and whilst it is not a definitive plan it will help with the overall arrangements, together with many of the finer details.

### **Where to begin?**

Once you have decided to hold a Prom event, speak to your Principal / Head Teacher, to ensure they are aware from the start. They can help with setting a date around examinations, also offer years of experience and support.

It also helps if you have a Prom Committee, bringing together different people to add their ideas and individual skills. There's a lot of planning to be done, take your time and consider these simple guidelines. This will ensure the prom runs smoothly and everyone leaves with treasured memories.

### **Set the Date**

You should set the date for your event well in advance so you have sufficient time to plan properly. You will need to pick a date that the majority of students will be able to attend – avoid examinations, etc and liaise with school teachers and administrators.

Publicise your chosen date early on so that everyone can keep the date free.

### **Form a Prom Committee**

The prom is a big event and organising it is too much work for one or two people. Forming a committee will make the task easier and means you are less likely to forget any details.

To make your committee meetings more productive, you could consider breaking your main committee into subcommittees. The subcommittees can research specific areas of responsibility and report back to the main committee with possible options that can be voted upon.

This will help you ensure the event is enjoyable for all as you will have the valuable input of the students.

Sub-committees could be used to focus on some of the following areas:

Financial budget	Security
Entertainment / Music Tickets	Decoration / Theme Photography
Food and refreshments	Fund raising
Advertising and Promotion	Clean-up

These are some important areas that require consideration in order to achieve a successful Prom event.

### Plan your Budget

The costs can quickly run out of control with so many options you can easily end up spending far more than you intend to on planning the perfect prom. Think carefully about what you will need to pay for and how much you can afford to spend.

**Determine the cost by calculating all the expenses of the event such as:**

Hiring the venue	
Entertainment / Music	
Food and refreshments	
Decoration / Theme	
Security	
Advertising and Promotion	Make them yourselves?
Printing Tickets	Make them yourselves?

Calculating the price of the Prom ticket is a matter of dividing the total of all expenses by the number of couples estimated to attend, after subtracting any possible sponsorship or fundraising.

It might be advisable to set aside some extra money in case your calculations fall short of the reality. That way you will have some leeway if costs start to escalate.

You need to be sure you market the event so that you cover all of the costs incurred.

### Selecting a Venue

You can host your event in a variety of venues –You need to think about how much room you will need – how many people are likely to attend? Will you need room for a formal sit-down meal?

Book your venue well in advance. Popular venues may need to be booked up to 12-18 months before.

Always visit the venue yourself before you book to make sure it is the right one for you, will your venue provide security most do? Tickets will be important for access, also consider having someone near the reception door for those who have lost a ticket

What facilities does the venue provide? For instance, will you need to provide caterers or will you be required to use the in-house caterers? Make sure you know exactly what you are getting for your money!

### **Decoration - to theme or not to theme the prom?**

Creating an imaginative theme for your formal event can make the event fun and festive. You can reinforce your theme with the appropriate food, decor, music and even the location. If you choose to have a themed event, begin exploring different ideas once your event committee has been formed.

Don't underestimate how time-consuming decorating can be. Once you've chosen your colours and planned your theme, round up plenty of volunteers to help.

Themed events are always popular but you need to make sure you get the ideas and opinions of the students to pick a theme they will like.

#### **Some ideas for themes:**

Traditional school prom  
The Fifties  
Seventies Night  
Hollywood  
Moulin Rouge

Remember you will all be studying for exams during time leading up to your prom so time will be very important, and organising a theme takes a lot of time.

### **A traditional school prom with King and Queen**

Are planning to have a traditional school prom, if so hold your elections for prom King and Queen well in advance so that the winners can be sure to attend. Do you want mementos? Personalised mementos are nice ideas but will need to be ordered in advance and included in the overall budget.

## **Entertainment – DJ or live band?**

The entertainment is one of the most important things to get right – choose an inexperienced DJ or the wrong kind of band and it could ruin your night. What kind of music will your guests enjoy?

What sound and lighting equipment is included in the price? Will you want any extra features such as strobe lights etc?

Make sure you get plenty of input from your students when choosing a DJ / band. Listen to several DJs / bands before you make your final decision, but remember to book your DJ or Band early to avoid disappointment.

## **Security**

Check whether your venue will provide any security personnel. Ensure there will be plenty of responsible adults at the event. It is easy to forget how quickly problems can escalate out of control, especially when spirits run high. It is much better to be safe than sorry so you may wish to hire additional security.

## **Catering**

This is one of the areas in which it is very easy to overspend so remember your budget.

Considering a sit-down dinner or a buffet, but keep the following in mind:

If you are having a themed event, serve food that enhances the theme.

If you use a professional caterer, shop around. This allows you to select what you like best within your budget.

Keep your catering representative aware of any planning changes and updates (e.g., number of people attending the event). Most caterers require a final number of attendees 48 hours before the event.

Do your guests have special dietary requirements, e.g. allergies, vegetarians?

If you are having a light buffet or finger food, make sure the guest know so they can eat before they arrive

Shop around for caterers and be sure to get references from similar events. If you are using outside caterers, check whether this is allowed by your venue. Make sure you know exactly what is included in the price.

## What to wear?

Formalwear of course (unless you have chosen a particular theme)! What better way to complete a long awaited, special event than to make it formal. Formalwear allows everyone attending the event to look and act their very best. Just think of how much fun your friends will have in a tuxedo or wearing a beautiful dress. Formalwear also is a vital element in capturing the emotion of the event. It creates a memory to be preserved in pictures forever.

## Photography

This is your special night to be cherished for years to come. What better way to remember it than with professional photographs!

The process of choosing a professional photographer should begin once you know the event date. Many photographers can have multiple events on the same evening, so it is best to guarantee their services as soon as possible.

### **John's Photography will provide:**

- Provision of a compact fully equipped and insured digital studio, set up at your venue with the minimum of disruption.
- Provide a suitable background to match your proms colour scheme.
- A specialist event photographer with no set up fee and no obligation to buy. For events with over 300 confirmed tickets sales we would be happy to make a financial contribution.
- Images taken of individuals, couples or groups as they arrive and throughout the event that can be viewed and purchased instantly as a lasting memory or via our company website at a later date.
- The photographs are presented in strut mounts and are available for sale at a very competitive price. Prints start as little as £8.00 for a 7"x5" inch print and because I recognize that most people like a bargain 3 – 7x5 prints for £16.00, or you can choose to a print size of 9x6 inches for £10.00, with 3 - 9x6 inch prints for £20.00 when printed on site Afterwards prints can be ordered securely from the internet.
- The photographer has a CRB certificate available for viewing on request.
- John's Photography knows what it takes to make your event a success. They realise that this is one of the most important nights in the lives of you and your friends.

The photographs will capture the moment & preserve your memories for years to come.

Some photographers have a standing charge – with John’s Photography there is no charge we will attend your prom for free.

### Prom checklist

<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Agree a date
<input type="checkbox"/>	Decide, agree and book an appropriate venue
<input type="checkbox"/>	Set out a diary or timetable of events / meetings
<input type="checkbox"/>	Choose a theme
<input type="checkbox"/>	Calculate finances
<input type="checkbox"/>	Design and print tickets
<input type="checkbox"/>	Advertise and promote the event
<input type="checkbox"/>	Book the entertainment (DJ or band)
<input type="checkbox"/>	Book John’s Photography
<input type="checkbox"/>	Decide on decorations for venue and make necessary arrangements
<input type="checkbox"/>	Decide on food and refreshments and make necessary arrangements
<input type="checkbox"/>	Confirm any bookings that have been made
<input type="checkbox"/>	Don’t forget your own outfits and transportation
<input type="checkbox"/>	Have the time of your life!

To avoid disappointment plan your prom down to the smallest detail to ensure it is a great success.

We hope these guidelines are helpful and your prom is a special and memorable **but**

**Most of all enjoy the occasion!**

John’s Photography is a family business and we would welcome the opportunity to meet your individual requirements, so please do not hesitate to contact us to discuss and facilitate your arrangements!

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