

Event Extravaganza Mania Mayhem Holy Sh*t!

Skydive Arizona is the mecca for events and in my 2 years & 2 months at the mega DZ, I organized & assisted in hosting 47 events / groups / boogies! Forty-seven people! Do you understand the magnitude of this number?! How the hell did I manage this Event-Extravaganza-Mania-Mayhem??

Here's my Top 5 Secrets:

1. Have Lots and Lots of Ideas

I kept a digital notebook of event ideas that were shared to me by others, things that I saw on Facebook, or an event I attended. I also strategized on how it would work within the crazy boundaries of the DZ.

2. Know Your Audience

There's so many disciplines (canopy, belly, freefly, angle, wingsuit) and disciplines within disciplines (canopy flocking, belly big ways, vertical sequentials, wingsuit acro, etc.) these days. It's best to know which disciplines will be focused on for the event to know who your Lead Organizers will be, if you'll have a camp or boogie event, and know what kind of party you'll have, and how you'll market the event.

3. Know Your Challenges / Competition

There are SO many freakin' events these days that it's hard to keep up! And not only sky events compete, but so do tunnel events! ALWAYS check the calendar of other popular events to try to avoid double manifesting and making jumpers choose.

And if you have an event that will overlap regardless, like the Holiday Boogies (Skydive Sebastian, Arizona, Perris & Puerto Escondido), then you just have to put your mega ideas together that jumpers want to go to.

4. Get Help! And Lots of It

47 events is a mega workload (not to mention I was also the Marketing Director and Team Liaison), I couldn't have done all the little details, organizing and promoting without a little help! Delegating is one of the best business lessons I have ever learned!

5. Don't be Attached to the Results

Yup. Once the doors open for the event, there's only event maintenance and answering questions. All your hard work up to opening day should be done and it's now out of your hands. It's time to give it to the people to make their own experiences and thus the event has a life of its own. I know if I try to control how it goes, I just will fuck it up because I'm just one person with one perspective and my ideal experience isn't always what everyone wants.