

Fall 2012

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THE JOE CORNELL
EVENT PLANNING

EXPO &
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Everything you need to know to plan your special event!

Pinterest is an online pinboard.
Organize and share things you love.

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Using Pinterest to Plan Great Events

By Lynne Meredith Goldner

The latest social media sharing site – Pinterest – makes it easier than ever to find great, unique ideas and plan an event like no one else's.

Pinterest is a social media platform with thousands of gorgeous photos that users “pin” on boards to remember and go back to. These photos

Pinboards make it easy to plan weddings, bar/bat mitzvahs and other parties by collecting ideas and saving them to review altogether.

are there courtesy of other users from around the world who simply want to share their favorite great ideas.

Pinterest lets you organize and share all the beautiful things you find online in one easy place. Pinboards make it easy to plan weddings, bar/bat mitzvahs and other parties by collecting ideas and saving them to review altogether.

Pinterest users create theme-based collections of their favorite moments, movies, recipes and more.

So when it comes to event planning, you can see cool table-scapes in California, gorgeous centerpieces from Connecticut and elegant dessert tables in the Dakotas – and you'll



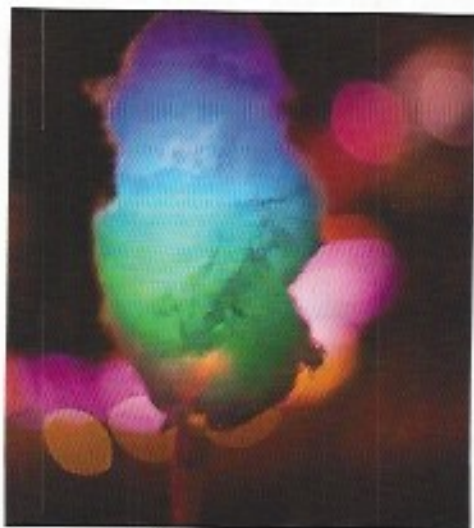
find other party details everywhere in-between, all to inspire your own new ideas.

Like other social media sites, Pinterest encourages users to “follow” and “like” others – browsing pinboards for inspiration and “re-pinning” images in your own collections.

Created in 2009 by Ben Silbermann of West Des Moines, Iowa, Pinterest was named one of the 50 best websites last year by *Time* magazine. As of March, it was the third largest social network in the country.

Think of Pinterest like the storyboards of old. It used to be that we'd tear pages out of magazines or snap pictures of favorite floral arrangements and make a collage of inspiration. Now, you can create your event vision virtually – by pinning beautiful and memorable details and then surveying all you've captured to guide your own event-planning.

The beauty of this way of gathering ideas is that it's all from the generosity of others. People pin their favorites for the sole purpose of sharing with





others. Everyone has great ideas – we can learn from one another toward a great, community-inspired end-use for all involved.

Not only might you make friends because of a particularly innovative idea you spot online; you'll learn a lot about yourself, too, and your own style by pinning your "likes" onto boards and seeing what it all amounts to.

What's more – you can share your pinboards with everyone involved in your upcoming event – parents and future in-laws, spouses, party planners and more. Create a share site between parents and the bar mitzvah boy – let him find his own items to pin while you find yours and then combine it all for an event that truly represents your family. The same is true for weddings – without hassle or argument. The distance of pinboards allows some space for everyone to find their own style without encroaching upon another's.

Lynne Meredith Golodner is owner of PR/Marketing firm Your People LLC in Southfield, Michigan and author of seven books.

Want to get started on Pinterest?

Go to Pinterest.com and request an invite. In the meantime, the site will give you access to "browse" existing boards so you get a feel for what's out there and how people share and "like" existing images. Once you receive your own invite, you'll set up a free account and start creating boards of your own. There's also a Pin It button you can save in your Internet browser for easy "pinning" when you're on other sites.

