

Event Planning & Purpose

Event Name	
Date(s)	
Start & End Times	
Venue	
Event coordinator(s):	
Target audience – Media, Bloggers, Members, etc. <i>Who is this promotion targeted at?</i> <i>What does the audience need to know?</i> <i>What will hold their interest?</i>	
Message – <i>What do you want to say to the target audience?</i> <i>What do you want them to know/do?</i>	
Objectives – why Be clear about what you hope to achieve with this event.	
Description of event –	
Risk assessment – Identify possible problems. Assess the probability of the problem arising and make contingency plans.	
Evaluation criteria established <i>What were our aims/objectives?</i> <i>Did we achieve what we set out to do?</i> <i>Did it come in on budget?</i> <i>What were the intended/unintended outcomes?</i> <i>How do we measure effectiveness?</i> <i>What tools do we use to measure our success?</i>	
Checklist <input checked="" type="checkbox"/> Who will be involved in the event <input checked="" type="checkbox"/> Date/s of event determined <input checked="" type="checkbox"/> Location/venue for event booked <input checked="" type="checkbox"/> Target audience determined <input type="checkbox"/> Message determined <input type="checkbox"/> Objectives set <input type="checkbox"/> Risk assessment completed <input type="checkbox"/> Evaluation criteria established <input type="checkbox"/> Strategic Communication Plan informed/involved	

Early event planning

Early event planning	Person responsible	Action	Date to be completed
Budget <input checked="" type="checkbox"/> Source identified--\$_____ <ul style="list-style-type: none"> <input type="checkbox"/> Sponsorship <input type="checkbox"/> Break even point established <input type="checkbox"/> Have you accounted for the budgeted amount? 			
Protocol			
Invitations <ul style="list-style-type: none"> <input type="checkbox"/> Mailing list generated/updated <input type="checkbox"/> Invitation composed/emailed to board, legislators, county leadership, staff <input type="checkbox"/> Invitation checked <input type="checkbox"/> Printer <input type="checkbox"/> Calligrapher <input type="checkbox"/> RSVPs (responsible person briefed) <input type="checkbox"/> Invitation list compiled <input type="checkbox"/> Names on list and titles/addresses checked for accuracy <input type="checkbox"/> Special guests/speakers alerted to topic, time, venue <input type="checkbox"/> Invitations sent 			
Catering <ul style="list-style-type: none"> <input type="checkbox"/> Cost per head or upfront <input type="checkbox"/> Upmarket or casual <input type="checkbox"/> Beverages <input type="checkbox"/> Food <input type="checkbox"/> Cold food <input type="checkbox"/> Self-service –Buffet reception style <input type="checkbox"/> Internal or external catering <input type="checkbox"/> Power required <input type="checkbox"/> Equipment required <input type="checkbox"/> Tables, tablecloths, cups and saucers <input type="checkbox"/> Plates, napkins, knives and forks (disposable/non-disposable) <input type="checkbox"/> Can the theme of the event be followed through in catering? <input type="checkbox"/> Special dietary requirements of guests <input type="checkbox"/> Menu 			

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Advertising <ul style="list-style-type: none"> <input type="checkbox"/> Press, radio TV, Facebook, Website, Word of Mouth <input type="checkbox"/> Education News <input type="checkbox"/> Media release – 			
Talent/Entertainment <ul style="list-style-type: none"> <input type="checkbox"/> Book and brief 			

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Signage <input type="checkbox"/> Posters/Promo Material for Entry <input type="checkbox"/> Décor (fruit boxes, bales of hay, cow, red carpet, etc.) <input type="checkbox"/> Stand ups <input type="checkbox"/> Other signage			
Program/running sheet/speeches <input type="checkbox"/> Program finalized <input type="checkbox"/> Running sheet written <input type="checkbox"/> Program/running sheet sent to speakers <input type="checkbox"/> Speakers fully briefed <input type="checkbox"/> Speeches written <input type="checkbox"/> Let caterers know program - when to serve drinks/food			
Value added for guests <input type="checkbox"/> Copy of publication, CD-ROM <input type="checkbox"/> Gifts <input type="checkbox"/> Programs <input type="checkbox"/> Catalogues <input type="checkbox"/> Special offers/discounts <input type="checkbox"/> Competitions <input type="checkbox"/> Prizes			
Security <input type="checkbox"/> Security alerted <input type="checkbox"/> Occupational health, welfare and safety concerns addressed <input type="checkbox"/> Provision of first aid			
Audio/visual requirements <input type="checkbox"/> PA system <input type="checkbox"/> Music/house sound patch <input type="checkbox"/> Lapel or handheld microphone <input type="checkbox"/> Lighting <input type="checkbox"/> Extra electrical requirements <input type="checkbox"/> Lectern			
Staffing <input type="checkbox"/> Extra required <input type="checkbox"/> Staff to meet and greet guests <input type="checkbox"/> Staff assigned responsibilities & trained			
Ambience <input type="checkbox"/> The theme of the event be followed in decor <input type="checkbox"/> Background music			

Early event planning	Person responsible	Action	Date to be completed
Guest comfort <input type="checkbox"/> Wheelchair access <input type="checkbox"/> Toilet facilities			
Hospitality <input type="checkbox"/> Welcome signage at entrances <input type="checkbox"/> Red carpet			
Housekeeping <input type="checkbox"/> Cleaning before and after <input type="checkbox"/> On standby during the event			
On the day <input type="checkbox"/> Time for set up by whom <input type="checkbox"/> Time for dismantle by whom <input type="checkbox"/> Stage <input type="checkbox"/> Tables, chairs layout <input type="checkbox"/> Chair covers <input type="checkbox"/> Floor plan <input type="checkbox"/> VIP seating <input type="checkbox"/> Name tags <input type="checkbox"/> Clear location directions <input type="checkbox"/> Registration desk			
After the event <input type="checkbox"/> Person responsible <input type="checkbox"/> Debrief <input type="checkbox"/> Comments on all aspects (negative and positive) <input type="checkbox"/> Guest feedback <input type="checkbox"/> Guidelines for improvement next time <input type="checkbox"/> Evaluation against criteria <input type="checkbox"/> Thank you cards <input type="checkbox"/> Begin looking for dates and venues for the next event			