

Event Planning Template

<http://www.template.org>



Name of event – what (building opening, sports day, art show, launch of new program)	
Date of event	
Time of event	
Location of event	
Event coordinator/contact person	
Target audience – who <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 – what <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 – what	
Risk assessment – what Identify possible risks and develop strategies to minimise risks.	
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 <ul style="list-style-type: none"> <input type="checkbox"/> Who will be involved in the event <input type="checkbox"/> Date/s of event determined <input type="checkbox"/> Location/venue for event booked <input 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 	

Early event planning	Person responsible	Action	Date to be completed
Budget <ul style="list-style-type: none"> <input type="checkbox"/> Source identified <input type="checkbox"/> Sponsorship <input type="checkbox"/> Break even point established <input type="checkbox"/> Have you accounted for the taxes? 			
Protocol <ul style="list-style-type: none"> <input type="checkbox"/> Request to invite government official in writing and timely (six to eight weeks prior to event) <input type="checkbox"/> Protocol issues (relating to fund raising) <input type="checkbox"/> Anything that needs to be approved by authorities <input type="checkbox"/> Anything that needs to be approved by the event manager 			
Invitations <ul style="list-style-type: none"> <input type="checkbox"/> Mailing list generated/updated <input type="checkbox"/> Invitation composed <input type="checkbox"/> Invitation checked <input type="checkbox"/> Printing services <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 make time in diaries <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 – orange juice, mineral water, tea and coffee (instant or percolated) <input type="checkbox"/> Food – fruit platters, bagels, danish, bagettes, sandwiches, biscuits and cakes <input type="checkbox"/> Hot or cold <input type="checkbox"/> Self service or waiting staff <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 <input type="checkbox"/> Press, radio TV, school newsletter <input type="checkbox"/> Education News <input type="checkbox"/> Press release			
Talent <input type="checkbox"/> Book and brief <input type="checkbox"/> Rehearsals			
Signage <input type="checkbox"/> Organise plaque if necessary <input type="checkbox"/> Digital signage if necessary <input type="checkbox"/> Other signage produced			
Program/running sheet/speeches <input type="checkbox"/> Program finalised <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, printed/digital <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"/> public address system (PA) <input type="checkbox"/> CD/DVD/Projector/Computer <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			

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Ambience <ul style="list-style-type: none"> <input type="checkbox"/> Floral arrangements, pedestal – can the theme of the event be followed in flowers? <input type="checkbox"/> Background music 			
Guest comfort <ul style="list-style-type: none"> <input type="checkbox"/> Wheelchair access <input type="checkbox"/> Toilet facilities 			
Hospitality <ul style="list-style-type: none"> <input type="checkbox"/> Welcome signage at entrance <input type="checkbox"/> Ushers briefed <input type="checkbox"/> Cloak room <input type="checkbox"/> Red carpet 			
Housekeeping <ul style="list-style-type: none"> <input type="checkbox"/> Cleaning before and after <input type="checkbox"/> On standby during the event 			
On the day <ul style="list-style-type: none"> <input type="checkbox"/> Time for set up by whom <input type="checkbox"/> Time for dismantle by whom <input type="checkbox"/> Dais, 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"/> Book courier/transport <input type="checkbox"/> Name tags <input type="checkbox"/> Clear location directions <input type="checkbox"/> Registration desk 			
After the event <ul style="list-style-type: none"> <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"/> Celebration <input type="checkbox"/> Thank you's 			