

# Event planning template

<b>Name of event:</b>	
<b>Date of event</b>	
<b>Time of event</b>	
<b>Location of event</b>	
Event coordinator/contact person	
<b>Target audience – who</b> <i>Who is this promotion targeted at?</i> <i>What does the audience need to know?</i> <i>What will hold their interest?</i>	
<b>Message – what</b> <i>What do you want to say to the target audience?</i> <i>What do you want them to know/do?</i>	
<b>Objectives – why</b> Be clear about what you hope to achieve with this event.	
<b>Description of event – what</b>	
<b>Risk assessment – what</b> Identify possible risks and develop strategies to minimise risks.	
<b>Evaluation criteria established</b> <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>	
<b>Checklist</b> <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 template

Early event planning	Person responsible	Action	Date to be completed
<b>Budget</b> Source identified Sponsorship Break even point established			
<b>Protocol</b> Request to Elected Officials- Contact the Office of Government Relations Request University President or Official Protocol issues- Proper Permits to be completed Parking for guests to be secured through Parking and Transportation			
<b>Invitations</b> Mailing list generated/updated Invitation composed Invitation checked Printer RSVPs (responsible person briefed) Invitation list compiled Names on list and titles/addresses checked for accuracy Special guests/speakers alerted to make time in diaries Invitations sent			
<b>Catering</b> Secure In-house catering OR Proper Food Permit for external caterer Beverages & Food Tables, tablecloths, cups etc. Plates, napkins, knives and forks (disposable/non-disposable) Can the theme of the event be followed through in catering? Special dietary requirements of guests Menu			

Early event planning	Person responsible	Action	Date to be completed
<b>Advertising</b> Press, radio TV, school newsletter Education News Media release –Contact the Office of Communications			
<b>Talent</b> Book and brief Rehearsals			
<b>Signage/Printed Materials</b> Organize as necessary Check wording & Logo guidelines with Communications			

<b>Program/running sheet/speeches</b> <ul style="list-style-type: none"> <li>Program finalised</li> <li>Running sheet written</li> <li>Program/running sheet sent to speakers</li> <li>Speakers fully briefed</li> <li>Speeches written</li> <li>Let caterers know program - when to serve drinks/food</li> </ul>			
<b>Value added for guests</b> <ul style="list-style-type: none"> <li>Copy of publication, CD-ROM</li> <li>Gifts</li> <li>Programs</li> <li>Catalogues</li> <li>Special offers/discounts</li> <li>Competitions</li> <li>Prizes</li> </ul>			
<b>Security</b> <ul style="list-style-type: none"> <li>Security alerted</li> <li>Occupational health, welfare and safety concerns addressed</li> <li>Provision of first aid</li> </ul>			
<b>Audio/visual requirements</b> <ul style="list-style-type: none"> <li>PA system</li> <li>CD or tape player</li> <li>Lapel or handheld microphone</li> <li>Lighting</li> <li>Extra electrical requirements</li> <li>Lectern</li> </ul>			
<b>Staffing</b> <ul style="list-style-type: none"> <li>Extra required</li> <li>Staff to meet and greet guests</li> </ul>			
<b>Ambience</b> <ul style="list-style-type: none"> <li>Floral arrangements, pedestal – can the theme of the event be followed in flowers?</li> <li>Background music</li> </ul>			

Early event planning	Person responsible	Action	Date to be completed
<b>Guest comfort</b> <ul style="list-style-type: none"> <li>Wheelchair access</li> <li>Toilet facilities</li> </ul>			
<b>Hospitality</b> <ul style="list-style-type: none"> <li>Welcome signage at entrance</li> <li>Ushers briefed</li> <li>Cloak room</li> <li>Red carpet</li> </ul>			
<b>Housekeeping</b> <ul style="list-style-type: none"> <li>Cleaning before and after</li> <li>On standby during the event</li> </ul>			
<b>On the day</b> <ul style="list-style-type: none"> <li>Time for set up by whom</li> </ul>			

<ul style="list-style-type: none"> <li>Time for dismantle by whom</li> <li>Dais, stage</li> <li>Tables, chairs layout</li> <li>Chair covers</li> <li>Floor plan</li> <li>VIP seating</li> <li>Book courier/transport</li> <li>Name tags</li> <li>Clear location directions</li> <li>Registration desk</li> </ul>			
<p><b>After the event</b></p> <ul style="list-style-type: none"> <li>Person responsible</li> <li>Debrief</li> <li>Comments on all aspects (negative and positive)</li> <li>Guest feedback</li> <li>Guidelines for improvement next time</li> <li>Evaluation against criteria</li> <li>Celebration</li> <li>Thankyou's</li> </ul>			