

# The EASY EVENT PLANNING Worksheet

Event planning can be stressful...but it doesn't need to be! The following worksheet is meant to serve as a guide during your initial event planning meetings.

## Step 1: Why and What?

Why are you holding this event?

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What are you hoping to achieve?

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## Step 2: Who?

Uses the following table to put organize your planning team(s). Be sure to indicate designated team leaders! Continue onto the back if extra space is needed.



## Step 3: When?

Suggested date(s): \_\_\_\_\_

Are there any conflicting holidays:

- Statutory: \_\_\_\_\_
- Religious: \_\_\_\_\_
- School: \_\_\_\_\_



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## Step 4: Branding

*Let's start by answering a few questions:*

What makes your event unique?

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What will attendees gain by being present?

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What is the overall purpose of your event?

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*Use your answers above to brainstorm for the following:*

Event-Specific Tag-Lines

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Event Logo:

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Custom Hashtag:

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*Hint: The best hashtags are short, easy to remember, specific and comprised of upper and lower case letters. Ex. #TicketPeaksAwesomeEvent.*



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## Step 7: Organization

How will you be tracking the budget, event registration, partners/sponsors, catering etc.?

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*Hint: Google Docs is a great idea for computer-savvy event teams.*

## Step 8: Partners and Sponsors

List any possible corporate and/or community partners and sponsors in the space below:

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When and how will we be approaching these contacts?

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## Step 9: Advertising

Which of the following media channels will you be using to get the word out about the event?

- Social Media: \_\_\_\_\_
- Print Media: \_\_\_\_\_
- Broadcasted Media: \_\_\_\_\_
- Other: \_\_\_\_\_

## Step 10: Evaluation

How will you evaluate your event and determine its success?

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*Hint: Use your event goal to determine event evaluation. For example, if your event is a fundraiser and has a goal of raising \$10,000 in funds, then your evaluation process should be based on the amount of funds received.*



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