

## EVENT PLANNING TEMPLATE

<p><b>Name of event – what</b> (building opening, sports day, art show, launch of new program)</p>	
<p><b>Date of event</b></p>	
<p><b>Time of event</b></p>	
<p><b>Location of event</b></p>	
<p>Event coordinator/contact person</p>	
<p><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></p>	
<p><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></p>	
<p><b>Objectives – why</b> Be clear about what you hope to achieve with this event.</p>	
<p><b>Description of event – what</b></p>	
<p><b>Risk assessment – what</b> Identify possible risks and develop strategies to minimise risks.</p>	
<p><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></p>	
<p><b>Checklist</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Who will be involved in the event</li> <li><input type="checkbox"/> Date/s of event determined</li> <li><input type="checkbox"/> Location/venue for event booked</li> <li><input type="checkbox"/> Target audience determined</li> <li><input type="checkbox"/> Message determined</li> <li><input type="checkbox"/> Objectives set</li> <li><input type="checkbox"/> Risk assessment completed</li> <li><input type="checkbox"/> Evaluation criteria established</li> <li><input type="checkbox"/> DECS Strategic Communications informed/involved</li> </ul>	

## Early event planning template

Early event planning	Person responsible	Action	Date to be completed
<p><b>Budget</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Source identified</li> <li><input type="checkbox"/> Sponsorship</li> <li><input type="checkbox"/> Break even point established</li> <li><input type="checkbox"/> Have you accounted for the GST?</li> </ul>			
<p><b>Protocol</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Request to invite Minister, local Councilor Mayor or important guests in writing and timely (six to eight weeks prior to event)</li> <li><input type="checkbox"/> Protocol issues (relating to Commonwealth/State funding)</li> <li><input type="checkbox"/> Anything that needs to be approved by the Manager</li> <li><input type="checkbox"/> Any funding requirements that need to be attended too</li> </ul>			
<p><b>Invitations</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Mailing list generated/updated</li> <li><input type="checkbox"/> Invitation composed</li> <li><input type="checkbox"/> Invitation checked</li> <li><input type="checkbox"/> Printer</li> <li><input type="checkbox"/> Calligrapher</li> <li><input type="checkbox"/> RSVPs (responsible person briefed)</li> <li><input type="checkbox"/> Invitation list compiled</li> <li><input type="checkbox"/> Names on list and titles/addresses checked for accuracy</li> <li><input type="checkbox"/> Special guests/speakers alerted to make time in diaries</li> <li><input type="checkbox"/> Invitations sent</li> </ul>			
<p><b>Catering</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Cost per head or upfront</li> <li><input type="checkbox"/> Upmarket or casual</li> <li><input type="checkbox"/> Beverages – orange juice, mineral water, tea and coffee (instant or percolated)</li> <li><input type="checkbox"/> Food – fruit platters, bagels, danish, bagettes, sandwiches, biscuits and cakes</li> <li><input type="checkbox"/> Hot or cold</li> <li><input type="checkbox"/> Self service or waiting staff</li> <li><input type="checkbox"/> Internal or external catering</li> <li><input type="checkbox"/> Power required</li> <li><input type="checkbox"/> Equipment required</li> <li><input type="checkbox"/> Tables, tablecloths, cups and saucers</li> <li><input type="checkbox"/> Plates, napkins, knives and forks (disposable/non-disposable)</li> <li><input type="checkbox"/> Can the theme of the event be followed through in catering?</li> <li><input type="checkbox"/> Special dietary requirements of guests</li> <li><input type="checkbox"/> Menu</li> </ul>			

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<b>Advertising</b> <input type="checkbox"/> Press, radio TV, newsletter, social media <input type="checkbox"/> Media release – other			
<b>Talent</b> <input type="checkbox"/> Book and brief, Develop an agreement e.g. Cancellation, weather <input type="checkbox"/> Rehearsals			
<b>Signage</b> <input type="checkbox"/> Directional, parking toilets lost children etc. <input type="checkbox"/> <input type="checkbox"/> Other signage produced			
<b>Program/running sheet/speeches</b> <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			
<b>Value added for guests</b> <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			
<b>Security</b> <input type="checkbox"/> Security alerted <input type="checkbox"/> Risk concerns addressed – Risk plan developed Emergency management plan developed <input type="checkbox"/> Provision of first aid			
<b>Audio/visual requirements</b> <input type="checkbox"/> audio/ Visual, PA system <input type="checkbox"/> Lapel or handheld microphone <input type="checkbox"/> Lighting <input type="checkbox"/> Extra electrical requirements <input type="checkbox"/> Lectern			
<b>Staffing</b> <input type="checkbox"/> Extra required <input type="checkbox"/> Staff to meet and greet guests			
<b>Ambience</b> <input type="checkbox"/> Floral arrangements, pedestal – can the theme of the event be followed in flowers? <input type="checkbox"/> Background music			

	Person responsible	Action	Date to be completed
<b>Early event planning</b> <input type="checkbox"/> Guest comfort <input type="checkbox"/> Wheelchair access			

<input type="checkbox"/> Toilet facilities			
<b>Hospitality</b> <input type="checkbox"/> Welcome signage at entrance <input type="checkbox"/> Ushers briefed <input type="checkbox"/> Cloak room <input type="checkbox"/> Red carpet			
<b>Housekeeping</b> <input type="checkbox"/> Cleaning before and after <input type="checkbox"/> On standby during the event			
<b>On the day</b> <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			
<b>After the event</b> <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"/> Thankyou's			