

Event Planning Worksheet

I. Define Your Event

Complete these questions:

- Why are we hosting this event? _____
- What is different about this event from others? _____
- Who is our Audience? _____
- What themes are/are not acceptable? _____
- What are our expectations (include media coverage)? _____
- Success will be: _____

TIP: Identify your clients, which is different from your audience. Your clients may be your CEO, your board chairs or others. Their terms for success may include measurable goals, such as number of attendees or dollars raised.

II. Budget

Fixed Costs

- Venue \$ _____
- Entertainment \$ _____
- Printing (Programs, Invitations) \$ _____

Ways to Offset Expenses

- Program Ad Sales
- Supporters (TIP: Be local, be choosy)
- Auctions/Raffles
- Ticket Sales
- In-Kind Services/Donations
- Booth/Table Sales

TIP: Even if you have a limited budget, view event-planning Web sites for ideas, then tailor some of those ideas to fit your budget. Suggested sites: BizBash.com, UniqueVenues.com

III. Post Event Checklist

- Post Mortem Meeting
- Surveys to participants, volunteers and/or committee (zoomerang.com, surveymonkey.com, ConstantContact.com)
- Thank You Cards to volunteers, vendors and sponsors, participants, if appropriate
- Post photography online for participants to share with their networks
- Media Summary of mentions, coverage, calendar listings, etc.