Event Planning Template

Decisions About the Event	Event Details		
Name of event – what			
Date of event			
Time of event			
Location of event **Venue bookings required?**			
Event coordinator/contact person or people on board			
Target audience – who does the event target *Who is this promotion targeted at?*			
Objectives – why What are we hoping to achieve e.g. new members? New sponsors?			
Description of event – what type of event e.g. Come and Try Day			
Risk assessment – what could go wrong? e.g. bad weather **What would we do if?** • Need to plan for this also			
Checklist ☐ Type of event and purpose determined ☐ Date/s of event determined ☐ Location/venue for event booked ☐ Target group determined ☐ Coordinator and volunteer help recruited ☐ Promotional methods determined ☐ Risks and contingency plans considered ☐ Financial and human resource feasibility established ☐ Licenses required – liquor, raffles			

Event planning – specific tasks	Person responsible	Action	Date to be completed
Budget ☐ Basic income and expense budget drawn up ☐ Sponsorship required?			
Sponsors ☐ Proposal developed outlining sponsor benefits ☐ Sponsors approached ☐ Sponsors secured ☐ Sponsor $ or in kind received ☐ Person appointed to look after sponsors ☐ Sponsors thanked – personal / letter			

Event planning – specific tasks	Person responsible	Action	Date to be completed
Promotion ☐ Team organized to look after promotion ☐ Details placed on web site ☐ Emails and SMS messages list established ☐ Fliers developed and distributed ☐ Items in school newsletters ☐ Advertisement in paper ☐ Signage developed and erected ☐ Community announcements organised ☐ Media contacts contacted ☐ Media releases written and submitted			
Volunteers ☐ Map out volunteer roles needed for the event ☐ Recruit volunteers with appropriate skills ☐ Assign someone to support volunteers ☐ Organise volunteers into teams or pairs ☐ Brief volunteers on what they need to do ☐ Volunteers know where the 'go to' person will be ☐ Volunteers are thanked			
Catering ☐ Food type decided ☐ Beverages – orange juice, mineral water, tea and coffee (instant or percolated) ☐ If outsourced – quotes per head received? ☐ If internal, preparation site determined ☐ Power required ☐ Equipment required – list established ☐ Tables, tablecloths, cups and saucers ☐ Plates, napkins, knives and forks, gloves ☐ If for sale – menu and price list ☐ Special dietary requirements catered for ☐ Volunteers recruited to assist ☐ Bar ☐ Liquor License acquired ☐ RSA trained volunteers organised			
Program/running sheet/speeches ☐ Program finalized ☐ Program printed / distributed ☐ Running sheet written ☐ PA or microphone etc organised ☐ Speakers approached and confirmed ☐ Speakers fully briefed			
Raffles / Fundraisers ☐ Raffle prizes assembled ☐ Raffle books purchased ☐ Raffle sellers organised ☐ Thank you letters to raffle contributors			
Prizes/ Trophies etc			

☐ Trophies organised / engraved etc ☐ Prizes and trophies delivered to the venue ☐ Certificates printed			
On the day ☐ Keys and unlock procedures ☐ Time for set up by whom ☐ Time for dismantle by whom ☐ Tables, chairs layout			

Event planning	Person responsible	Action	Date to be completed
On the Day ☐ Registration Desk ☐ First Aid Provision ☐ Parking ☐ Name Tags			
After the event ☐ Volunteers recruited ☐ All hired, borrowed equipment returned ☐ All accounts paid ☐ Actual profit / loss undertaken ☐ Raffle prizes to winners ☐ Gather feedback ☐ Detail for improvement next time ☐ Celebration ☐ Thankyou's			