

SAMPLE (Clubs need to add/delete as needed)

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 <i>Who is this promotion targeted at?</i>			
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? <ul style="list-style-type: none"> • Need to plan for this also 			
Checklist <ul style="list-style-type: none"> <input type="checkbox"/> Type of event and purpose determined <input type="checkbox"/> Date/s of event determined <input type="checkbox"/> Location/venue for event booked <input type="checkbox"/> Target group determined <input type="checkbox"/> Coordinator and volunteer help recruited <input type="checkbox"/> Promotional methods determined <input type="checkbox"/> Risks and contingency plans considered <input type="checkbox"/> Financial and human resource feasibility established <input type="checkbox"/> Licenses required – liquor, raffles 			
Event planning – specific tasks	Person responsible	Action	Date to be completed
Budget <ul style="list-style-type: none"> <input type="checkbox"/> Basic income and expense budget drawn up <input type="checkbox"/> Sponsorship required? 			
Sponsors <ul style="list-style-type: none"> <input type="checkbox"/> Proposal developed outlining sponsor benefits <input type="checkbox"/> Sponsors approached <input type="checkbox"/> Sponsors secured <input type="checkbox"/> Sponsor \$ or in kind received <input type="checkbox"/> Person appointed to look after sponsors <input type="checkbox"/> Sponsors thanked – personal / letter 			

Event planning – specific tasks	Person responsible	Action	Date to be completed
Promotion <ul style="list-style-type: none"> <input type="checkbox"/> Team organized to look after promotion <input type="checkbox"/> Details placed on web site <input type="checkbox"/> Emails and SMS messages list established <input type="checkbox"/> Fliers developed and distributed <input type="checkbox"/> Items in school newsletters <input type="checkbox"/> Advertisement in paper <input type="checkbox"/> Signage developed and erected <input type="checkbox"/> Community announcements organised <input type="checkbox"/> Media contacts contacted <input type="checkbox"/> Media releases written and submitted 			
Volunteers <ul style="list-style-type: none"> <input type="checkbox"/> Map out volunteer roles needed for the event <input type="checkbox"/> Recruit volunteers with appropriate skills <input type="checkbox"/> Assign someone to support volunteers <input type="checkbox"/> Organise volunteers into teams or pairs <input type="checkbox"/> Brief volunteers on what they need to do <input type="checkbox"/> Volunteers know where the 'go to' person will be <input type="checkbox"/> Volunteers are thanked 			
Catering <ul style="list-style-type: none"> <input type="checkbox"/> Food type decided <input type="checkbox"/> Beverages – orange juice, mineral water, tea and coffee (instant or percolated) <input type="checkbox"/> If outsourced – quotes per head received? <input type="checkbox"/> If internal, preparation site determined <input type="checkbox"/> Power required <input type="checkbox"/> Equipment required – list established <input type="checkbox"/> Tables, tablecloths, cups and saucers <input type="checkbox"/> Plates, napkins, knives and forks, gloves <input type="checkbox"/> If for sale – menu and price list <input type="checkbox"/> Special dietary requirements catered for <input type="checkbox"/> Volunteers recruited to assist <input type="checkbox"/> Bar <input type="checkbox"/> Liquor License acquired <input type="checkbox"/> RSA trained volunteers organised 			
Program/running sheet/speeches <ul style="list-style-type: none"> <input type="checkbox"/> Program finalized <input type="checkbox"/> Program printed / distributed <input type="checkbox"/> Running sheet written <input type="checkbox"/> PA or microphone etc organised <input type="checkbox"/> Speakers approached and confirmed <input type="checkbox"/> Speakers fully briefed 			
Raffles / Fundraisers <ul style="list-style-type: none"> <input type="checkbox"/> Raffle prizes assembled <input type="checkbox"/> Raffle books purchased <input type="checkbox"/> Raffle sellers organised <input type="checkbox"/> Thank you letters to raffle contributors 			
Prizes/ Trophies etc			

<input type="checkbox"/> Trophies organised / engraved etc <input type="checkbox"/> Prizes and trophies delivered to the venue <input type="checkbox"/> Certificates printed			
On the day <input type="checkbox"/> Keys and unlock procedures <input type="checkbox"/> Time for set up by whom <input type="checkbox"/> Time for dismantle by whom <input type="checkbox"/> Tables, chairs layout			

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