

How to plan an event



Define your objectives and outcomes of the event or activity. Identify the target audience and event emphasis: Education, Health etc.

Decide on a date and time for the event or activity. Consider locations and types of facilities to host event. Determine the use of space and or seating arrangement and capacity required for the event or activity.

Decide who will be responsible to secure the facility and be the event coordinator.

Consider establishing partnerships with other organizations or people to assist with the execution of the event. Identify their role when determining key decisions.

Create an event/program budget. Identify the sources and amounts of potential revenue and expenses. Revise for realistic and necessary true cost and revenue updates.

Create an event timeline. Outline all essential decisions/activities in a time sequential order from the point of initial consideration to decision being finalized and decisions being executed.

Document who is responsible for each function. Communicate the timeline to everyone involved in the planning or fulfillment of the event.

Determine Key Decisions: Program Determine the order of activities that need to occur at the event or activity. Determine who will perform or execute the agenda items. Determine if a published program is necessary. If so decide who will create and print the program. Presentation(s)/ Speakers Identify the topics of information to be shared. Determine if presenters/speakers are needed.

If so identify potential presenters or speakers to invite to participate. Decide on the time frame for each presentation or speech. Decide the type of communication that should transpire with the presenters/speaker, when it should occur and who will be responsible to execute and follow-up.

Equipment Identify what equipment is necessary for the event or activity. Identify potential sources to secure needed equipment. Evaluate the cost of the equipment. Decide who will be responsible for the pick up and return of the equipment.

Materials Determine what materials are needed, and identify potential sources to purchase them. Decide who will be responsible for purchasing, preparing and storing the materials.

Awards Determine who will receive awards – presenters/speakers. Decide on awards items and identify sources to purchase them. Decide who will be responsible for purchasing awards and presenting them.

Public Relations Identify the method(s) which will be used to publicize the event or activity. Decide who will be responsible for the development of invitations, flyers, press releases, emails, etc.

Decide who will be the contact for public inquires on the event or activity. 2

Decide who will be responsible to disseminate the types of information on the event or activity.

Internal Communication Determine the method of communication to the people within the organization to inform them, include them and encourage them to participate. For instance communicating by email, newsletter etc.

STEP 9 Take into consideration these special additions/items if needed: Food Music Decorations Flowers Photography/video

Clean up

STEP 10 You have planned well and are ready to go. Have a Successful Event!