

## Event Planning Checklist

For best results, begin planning six months before the event

- 1) Set your event goals, objectives and essentials (6 months before)
  - a) What is the purpose – is it to raise money or awareness of a cause?
  - b) What type of event is it – a party/conference/small group?
  - c) What is the concept/theme for the event?
  - d) How many attendees would you like to attract?
  - e) Who is your target audience (kids, teens, adults, seniors)?
  - f) Will this be an all-sites event? (Reach out to other sites and ask for their feedback/interest.)
  - g) Have you had this event before? Is it annual, monthly, weekly?
  
- 2) Select your event date (5-6 months before)
  - a) Make sure the event doesn't conflict with other events at the Church
  - b) Check to see what is happening in the community on the same day
  - c) Be mindful of major holidays, such as school events and student holidays
  
- 3) Develop an event master plan (4-6 months before)
  - a) Venue
    - i) Availability of venue
    - ii) Off-site
      - (1) Venue's requirements for use
      - (2) Cost
  - b) Create an event budget
    - i) Venue rental (off-site only)
    - ii) Food and beverage costs
    - iii) Equipment
      - (1) What does the Church have?
      - (2) What do you need to rent from an outside company?
      - (3) Volunteers/staff?
  - c) Arrange sponsorships and speakers for your event
  - d) Confirm the theme/concept of the event
  - e) Submit a Communications Plan
    - i) Follow the communication team communication process
    - ii) Develop a concept for a graphic or reuse an existing graphic
    - iii) Create a registration for attendance/volunteers, if needed
    - iv) Develop and launch a publicity/marketing plan
  - f) Confirm speakers/presenters/entertainers
  - g) Contact and confirm sponsors/partners
  - h) Do you need other miscellaneous items (decorations, music, visual/physical aides)?

- 4) Coordinate with event suppliers (catering, equipment, etc.) (3-4 months before)
  - a) Develop required documents for your team
  - b) Speaker/presenter/entertainer liaison
    - i) Finalize presentation/speech topics
    - ii) Get bio information, photo
    - iii) Ask speakers to start promoting and sharing it with their network
  - c) Administration/Budget
    - i) Enable registration
    - ii) Finalize budget
  - d) Plan for the unexpected
    - i) For outdoor events, have a backup plan for poor weather
    - ii) Plan for medical emergencies
- 5) Manage event day setup and execution
- 6) Conduct a thorough evaluation of your event (participant survey, attendance numbers)
- 7) Analyze what worked and what didn't and any last-minute adjustments you made
- 8) Send thank-you notes and acknowledgment letters