



Event Planning Guide and Checklist

Planning Guide

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| Name of Event (What?) | |
| Date of Event (When?) | |
| Time of Event | |
| Location of Event (Where?) | |
| Event Coordinator/Contact Person | |
| Target Audience (Who?) <ul style="list-style-type: none">> Who is this event targeted at?> What does this audience need to know?> What will hold their interest? | |
| Message (What?) <ul style="list-style-type: none">> What do you want to say to the target audience?> What do you want them to know/do? | |
| Objectives (Why?) <ul style="list-style-type: none">> Be clear about what you hope to achieve> Short term> Long term (ex: will this be your signature event?) | |

Planning Checklist

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| Investment/Direct Cost <ul style="list-style-type: none">> Ticket Printing> Marketing/PR (making a video/hiring a spokesperson)> Refreshments cost> AV requirements> Decorations> Signage | |
| Marketing/PR <ul style="list-style-type: none">> Invitations from executive> Posters> Social media> Intranet | |
| Signage During Event <ul style="list-style-type: none">> Directional> Company Banners> United Way Pull Up Banners | |
| Invitations <ul style="list-style-type: none">> List generated> Invitations sent> RSVP- who is managing?> Nametags? | |
| Catering <ul style="list-style-type: none">> What will be served?<ul style="list-style-type: none">✓ Food✓ Beverages> Cost per head | |
| Staffing <ul style="list-style-type: none">> Volunteers> Event organizers | |
| Event Day Considerations <ul style="list-style-type: none">> Set-up/Tear-down> Registration> United Way presence/speaker | |