

EVENT PLANNING 101

EVENT: _____

STEP 1: Assemble your team

Team Members:	

STEP 2: Define your event

WHO	<ul style="list-style-type: none">• Who is your target audience?• How many people are you expecting?• How will target audience be informed of event?	
WHAT	<ul style="list-style-type: none">• What is going to happen at your event?	
WHERE	<ul style="list-style-type: none">• Where will your event be held (location)?	
WHEN	<ul style="list-style-type: none">• When will your event be held (time and date)?• Has time and date been confirmed with the venue?	
WHY	<ul style="list-style-type: none">• What is the purpose of the event?	
HOW	<ul style="list-style-type: none">• What supplies are needed?• What is the estimated budget?• Who is going to help on event day?	

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STEP 3: Delegate tasks + set deadlines

RESPONSIBILITY	TEAM MEMBER	DEADLINE

STEP 4: EXECUTE!

It is the day of the EVENT! Take all your planning and make it AWESOME!

STEP 5: ANALYZE

A few days after your event, get together with the team and talk about what went wrong and what went right. Use this information to make your NEXT event even better!