

Event planning template

Name of event – what (building opening, sports day, art show, launch of new program)	
Date of event	
Time of event	
Location of event	
Event coordinator/contact person	
Target audience – who <i>Who is this promotion targeted at?</i> <i>What does the audience need to know?</i> <i>What will hold their interest?</i>	
Message – what <i>What do you want to say to the target audience?</i> <i>What do you want them to know/do?</i>	
Objectives – why Be clear about what you hope to achieve with this event.	
Description of event – what	
Risk assessment – what Identify possible risks and develop strategies to minimise risks.	
Evaluation criteria established <i>What were our aims/objectives?</i> <i>Did we achieve what we set out to do?</i> <i>Did it come in on budget?</i> <i>What were the intended/unintended outcomes?</i> <i>How do we measure effectiveness?</i> <i>What tools do we use to measure our success?</i>	
Checklist <input type="checkbox"/> Who will be involved in the event <input type="checkbox"/> Date/s of event determined <input type="checkbox"/> Location/venue for event booked <input type="checkbox"/> Target audience determined <input type="checkbox"/> Message determined <input type="checkbox"/> Objectives set <input type="checkbox"/> Risk assessment completed <input type="checkbox"/> Evaluation criteria established <input type="checkbox"/> DECS Strategic Communications informed/involved	

Early event planning template

Early event planning	Person responsible	Action	Date to be completed
<p>Budget</p> <ul style="list-style-type: none"> ☞ Source identified ☞ Sponsorship ☞ Break even point established ☞ Have you accounted for the GST? 			
<p>Protocol</p> <ul style="list-style-type: none"> ☞ Request to invite Minister or CE in writing and timely (six to eight weeks prior to event) ☞ Protocol issues (relating to Commonwealth/State funding) ☞ Anything that needs to be approved by DECS Strategic Communications ☞ Anything that needs to be approved by the Manager ☞ Minister's office notified ☞ DECS Strategic Communications notified ☞ Education News notified 			
<p>Invitations</p> <ul style="list-style-type: none"> ☞ Mailing list generated/updated ☞ Invitation composed ☞ Invitation checked ☞ Printer ☞ Calligrapher ☞ RSVPs (responsible person briefed) ☞ Invitation list compiled ☞ Names on list and titles/addresses checked for accuracy ☞ Special guests/speakers alerted to make time in diaries ☞ Invitations sent 			
<p>Catering</p> <ul style="list-style-type: none"> ☞ Cost per head or upfront ☞ Upmarket or casual ☞ Beverages – orange juice, mineral water, tea and coffee (instant or percolated) ☞ Food – fruit platters, bagels, danish, bagettes, sandwiches, biscuits and cakes ☞ Hot or cold ☞ Self service or waiting staff ☞ Internal or external catering ☞ Power required ☞ Equipment required ☞ Tables, tablecloths, cups and saucers ☞ Plates, napkins, knives and forks (disposable/non-disposable) ☞ Can the theme of the event be followed through in catering? ☞ Special dietary requirements of guests ☞ Menu 			

Early event planning	Person responsible	Action	Date to be completed
Advertising Press, radio TV, school newsletter Education News Media release – DECS Strategic Communications			
Talent Book and brief Rehearsals			
Signage Organise plaque if necessary Check plaque wording with DECS Strategic Communications Departmental signage booked with DECS Strategic Communications Other signage produced			
Program/running sheet/speeches Program finalised Running sheet written Program/running sheet sent to speakers Speakers fully briefed Speeches written Let caterers know program - when to serve drinks/food			
Value added for guests Copy of publication, CD-ROM Gifts Programs Catalogues Special offers/discounts Competitions Prizes			
Security Security alerted Occupational health, welfare and safety concerns addressed Provision of first aid			
Audio/visual requirements PA system CD or tape player Lapel or handheld microphone Lighting Extra electrical requirements Lectern			
Staffing Extra required Staff to meet and greet guests			
Ambience Floral arrangements, pedestal – can the theme of the event be followed in flowers? Background music			

Early event planning	Person responsible	Action	Date to be completed
Guest comfort Wheelchair access Toilet facilities			
Hospitality Welcome signage at entrance Ushers briefed Cloak room Red carpet			
Housekeeping Cleaning before and after On standby during the event			
On the day Time for set up by whom Time for dismantle by whom Dais, stage Tables, chairs layout Chair covers Floor plan VIP seating Book courier/transport Name tags Clear location directions Registration desk			
After the event Person responsible Debrief Comments on all aspects (negative and positive) Guest feedback Guidelines for improvement next time Evaluation against criteria Celebration Thankyou's			