

EVENT PLANNING TEMPLATE

<p>Name of event – what (building opening, sports day, art show, launch of new program)</p>	
<p>Date of event</p>	
<p>Time of event</p>	
<p>Location of event</p>	
<p>Event coordinator/contact person</p>	
<p>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></p>	
<p>Message – what <i>What do you want to say to the target audience?</i> <i>What do you want them to know/do?</i></p>	
<p>Objectives – why Be clear about what you hope to achieve with this event.</p>	
<p>Description of event – what</p>	
<p>Risk assessment – what Identify possible risks and develop strategies to minimise risks.</p>	
<p>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></p>	
<p>Checklist</p> <ul style="list-style-type: none"> <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 	