

Event Planning   
Checklist

This information must be tailored to suit your event

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| INITIAL PLANNING CONCEPTS | |
| 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  *Who is this promotion targeted at?*  *What does the audience need to know?*  *What will hold their interest?* |  |
| Message – what  *What do you want to say to the target audience?*  *What do you want them to know/do?* |  |
| 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  *What were our aims/objectives?*  *Did we achieve what we set out to do?*  *Did it come in on budget?*  *What were the intended/unintended outcomes?*  *How do we measure effectiveness?* |  |
| What tools do we use to measure  our success? |  |
| Checklist  Who will be involved in the event?  Date/s of event determined  Location/venue for event booked  Target audience determined  Message determined  Objectives set  Risk assessment completed  Evaluation criteria established  DECS Strategic Communications  informed / involved |  |

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| EARLY EVENT PLANNING | | | | | |
| Planning Schedule | Person responsible | Action | Date to be completed | | |
| Budget  Source identified  Sponsorship and fundraising  Break even point established  Have you accounted for the GST? |  |  |  | | |
| Protocol  Request to invite Minister, local Councilor Mayor or important guests 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  the Manager  Any funding requirements that need to be attended to |  |  |  | | |
| Invitations (if relevant)  Mailing list generated/updated  Invitation composed  Invitation checked  Printer  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 |  |  |  | | |
| Catering (if relevant)  Cost per head or upfront  Upmarket or casual  Menu  Self service or waiting staff  Internal or external catering  Power required  Cooking equipment required  Other equipment e.g. tables, chairs  Plates, napkins, knives and forks (disposable/non-disposable)  Can the theme of the event be followed through in catering?  Special dietary requirements of guests  Permits to serve food |  |  |  | | |
| Promotion  Press, radio TV, newsletter, social media  Media release – other  Promotional material |  |  |  | | |
| Talent  Book and brief, Develop an agreement e.g. Cancellation, weather  Contracts signed  Rehearsals |  |  | |  |
| Signage  Directional, parking toilets lost children etc.  Other signage produced |  |  | |  |
| Program/running sheet/speeches  Program finalised  Running sheet written  Program/running sheet sent to speakers  Speakers fully briefed  Speeches written  All event stakeholders have copy of program |  |  | |  |
| Risk Management  Assess site for potential hazards  Assess activities of event for potential risk  Assess external risk  Complete risk management plan  Security  Emergency management plan developed  Provision of first aid  Alcohol Management Plan if required |  |  | |  |
| Audio/visual requirements  Stage requirement  audio/ visual, PA system  Extra production equipment  Lighting  Extra electrical requirements |  |  | |  |
| Staffing and volunteers  Any staff required, create roster  Create Volunteer Plan  Volunteer roster |  |  | |  |
| Ambience  Lighting  Flowers  Background music  Other resources? |  |  | |  |
| Accessibility  Wheelchair access  Toilet facilities |  |  | |  |