

# Event Planning

Planning an event requires first figuring out the logistics of the event and the multiple tasks that precede it. These range from who, what, when, and why to where you're going to get the money from and who's responsible for what. This checklist will guide you through the logistics of planning an event and the things you should think about when doing so.

## **What is the purpose of the event?**

Why are you holding this event, and what do you hope to accomplish?

## **Whom do you want to come to the event?**

General public, press, campaign targets, etc.

## **When will it be? Where will it be held?**

Times and dates- are they convenient and feasible? Location, location, location...can it accommodate your attendees?

## **How will you inform people?**

What's the best and most efficient way to reach your target audience/invitees?

## **Will you invite any special guests?**

Is there anyone who might assist the expected outcome of the event? (guest speakers, politicians, the media)

## **Who will create the agenda?**

Every event needs a defined agenda-what's going to happen when and where? Collaborate with the people who are planning the different sections of the day.

## **What materials do you need?**

What will you need to run the event? (flip charts, tables, etc.) What do you have and where will you get the rest?

## **What costs will there be? Where will you get the money?**

What parts will cost money? (Transportation, location rental, food, permits, presenters)

## **TIMELINE!!!!**

After deciding how all these things are going to get done, it is critical to decide the deadline for their completion. Go back and decide who will accomplish all unfinished tasks and by when they will finish them.