

Event Planning Questionnaire

- What is the goal of the event?
- Who is the audience?
How many people are you inviting?
- How many do you expect to attend?
- How will your audience benefit from attending the event?
- What promotional vehicles (invitation, flyers, e-mail, etc.) will work best to inform your audience about the event?
- What kinds of resources will you need (audio-visual, microphones, etc.)?
Will you serve food/refreshments?
- What messages will you use to promote the event?
- Do the messages support the organization's key themes and messages?
- How will you know if the event succeeded in meeting the goal?
- Do you plan to have an evaluation form?

Event Planning Checklist:

Before the Event:

- Complete all components of the Event Planning Questionnaire.
- Determine program, activities, agenda.
- Invite guest speakers, presenters.
- Arrange for facilities (based on estimated numbers and set-up needs).
- Compile mailing list.
- Write, produce promotional materials (invitations, posters/flyers, brochures, etc.)
- Determine distribution of promotional materials.
- Arrange for mailing services (collating/inserting, labeling, sorting, etc.) – make sure to provide advance notice so that you meet your deadlines.
- Arrange for food/refreshment needs—be sure to address special needs of guests (to accommodate allergies, diabetes, vegetarian diets, etc.).
- Arrange for other logistics—custodial before and after the event, waste management, audio-visual, flowers/plants, giveaway items, banners/podiums, parking arrangements.
- Prepare day-of-event materials—write and produce the program, nametags, and program evaluation.
- Send guests a confirmation letter detailing the specifics—date, time, location, parking, etc.; include event tickets and/or registration materials.

During the Event:

- Set up registration and/or welcoming area.
- Make sure tables are set, seating assignments made, place cards and/or nametags put out.
- Make sure all signage is up, equipment is working.
- Monitor food service.
- Make sure all speakers/presenters are present, aware of agenda.
- Monitor program; make sure timeline is met.

After:

Send thank-you notes to those who provided special services and to those who attended.

Debrief appropriate staff members on the event.

Make sure attendees are coded on the database

Prepare any post-event publicity—photos/copy for newsletters/newspaper.