



Planning Guide

Name of Event (What?)	
Date of Event (When?)	
Time of Event	
Location of Event (Where?)	
Event Coordinator/Contact Person	
Target Audience (Who?) <ul style="list-style-type: none">> Who is this event targeted at?> What does this audience need to know?> What will hold their interest?	
Message (What?) <ul style="list-style-type: none">> What do you want to say to the target audience?> What do you want them to know/do?	
Objectives (Why?) <ul style="list-style-type: none">> Be clear about what you hope to achieve> Short term> Long term (ex: will this be your signature event?)	



Planning Checklist

<p>Investment/Direct Cost</p> <ul style="list-style-type: none"> > Ticket Printing > Marketing/PR (making a video/hiring a spokesperson) > Refreshments Cost > AV Requirements > Decorations > Signage 	
<p>Marketing/PR</p> <ul style="list-style-type: none"> > Invitations from executive > Posters > Social Media > Intranet 	
<p>Signage During Event</p> <ul style="list-style-type: none"> > Directional > Company Banners > United Way Pop Up Banners 	
<p>Invitations</p> <ul style="list-style-type: none"> > List generated > Invitations sent > RSVP- Who is managing this? > Nametags? 	
<p>Catering</p> <ul style="list-style-type: none"> > What will be served? <ul style="list-style-type: none"> ✓ Food ✓ Beverages > Cost per head 	
<p>Staffing</p> <ul style="list-style-type: none"> > Volunteers > Event Organizers 	
<p>Event Day Considerations</p> <ul style="list-style-type: none"> > Set-up/Tear-Down > Registration > United Way presence/speaker 	