

Event Planning Template

Details

- Name
- Date
- Time
- Location
- Description
- Ticketing
- Forms (registration, info gathering, rsvp, etc.)
- Service Provider List
 - Venue/Location
 - Catering
 - Alcohol
 - Rental (table, chairs)
 - Rental (tents, lighting)
 - Rental (linens)
 - Stage/Lighting
 - Sound System
 - DJ Services
 - Musicians
 - Speakers/Presenters
 - Porto Potties
 - Waste Removal
- Administrative Arrangements and Permitting
 - Venue Reservation and Rental Agreement
 - Calendar Submissions
 - City Permit
 - County Permit
 - Fire Permit
 - Special License
 - Insurance Rider
 - Contracts
 - Stetson - Cultural Credit
 - Stetson - Equipment Request
- Supplies
 - Cash/Sales Mgmt..
 - WT/Communication
 - Waste collection
 - Raffle/Auction Supp.
 - Ticket Processing
 - Wristbands
 - Gift Bag/Door Prizes
 - Give Aways
 - Vendor Packets
 - Signage
 - Awards
- Printed Items
 - menus
 - programs
 - schedules
 - manuals
 - note sheets
- Relevant Documents Links
- RSVP Forms

Event Schedule

- Before
- During
- After

Budget

- Venue and Catering
 - Venue/Location
 - Catering
 - Alcohol
 - Rental (table, chairs)
 - Rental (tents)
 - Rental (linens)
 - Sound System
 - Stage/Lighting
 - Porto Potties
 - Waste Removal
- Speakers and Entertainment
 - DJ Services
 - Musicians
 - Speakers/Presenters
- Licensing/Legal/Administrative
 - Special License
 - City Permit
 - County Permit
 - Fire Permit
 - Insurance Rider
- Décor and Supplies
 - Linens
- Centerpieces
- Balloons
- Pipe and Drape
- Stanchions
- Decorative Lighting
- Step and Repeat
- Walking carpet
- Sp Fx Equipment
- Raffle/Auction Supp.
- Wristbands
- Gift Bag/Door Prizes
- Give Aways
- Printing
- Signage
- Awards
- Income
 - Ticket Sales
 - Sponsorships
 - Raffles
 - Donations
 - Auction Items
 - Merch Sales
 - Other Fundraising

Fundraising Plan

Catering

- Catering Provider
- Type of Cuisine
- Serving Style
- Expected Attendance
- Cost per Person

Site Plan and Set Up Notes

- Theme
 - Theme
 - Color Scheme
 - Special Effects
 - Mood
- Décor
 - Linens
 - Centerpieces
 - Balloons
 - Pipe and Drape
 - Stanchions
 - Decorative Lighting
 - Step and Repeat
 - Walking carpet
 - Sp Fx Equipment
- Tables and Seating Layout
 - Table Type - round, square, rectangle, other?
- Table Size - length/diameter and height?
- Table Quantity
- Seating Style -expo, dining, cocktail, presentation, combo, other?
- Chair Quantity
- Table and Chair Supplier
- Layout Considerations
 - Open Space needed?
 - DJ/Musician placement
 - Podium/stage
 - AV/screens/video
 - Check in/registration
 - Tents needed? Qty?
- Layout Set Up Notes
- Link to Site Plan

Contacts

- Speakers and Presenters
- DJs, Musicians, and Other Entertainment
- Vendors (Photography, Catering, Etc.
- Exhibitors/Vendors
- Staff and Volunteers

Media and Marketing Needs

- Logo/Branding Package
- Social Media Content
- Posters, Fliers, and Other Print Media
- Programs and Brochures
- Specialized Merch or POS
- Print or Email Copy

Marketing Timeline

- **3 to 6 months before: Focus on awareness**
 - Posting on event websites
 - Creating a Facebook event

- Sharing with social media groups
- Sharing guest speakers, influencers, and sponsors
- Launching a landing page
- Creating your event hashtags and branding
- Sending an announcement email to current subscribers
- Offering early bird discounts or perks
- **2 months before: Focus on attendance**
 - Publishing your online ads
 - Implementing cross-channel marketing by creating and posting your content marketing on your blog, YouTube channel, podcast, and other channels
 - Nurturing your new email list to get subscribers to register for your event
 - Offering registration and tickets at a normal price
 - Offering a free entry or prize via a social media giveaway
- **1 month before: Prepare for hosting**
 - Reminding email subscribers of upcoming, need-to-know information
 - Remarketing to landing page visitors who haven't signed up yet
 - Scheduling content to go live on partners' social media channels
- **2 weeks before**
 - Create and post behind-the-scenes content featuring the best things to look forward to
 - Post daily on social media
 - Remind potential attendees that it's their last chance to register
- **Less than 1 week before**
 - Send "last call" emails
 - Post daily on social media
 - Start sharing behind-the-scenes content of the event space
- **On the day of your event and during your event**
 - Send last-minute reminders and updates via SMS/text messaging
 - Share photos and videos on social media using your hashtag
 - Take photos and videos for future use
 - Get quotes from attendees about the event to share now or use later
- **Week following your event**
 - Post thank yous
 - Share highlights and photos
 - Share impact/ fundraising amounts

Wrap Up Notes