

EVENT PLANNING TEMPLATE

Name of the event (launch of new program, fundraising event)	
Date and time of the event	
Location & suppliers for the event If unknown, this will be a task in line with budget	
Staff involved	
What is our budget?	
Target audience - who is it for? Who will be at the event? What does the audience need to know? What will hold their interest?	
Message - what is it about? What do I want to say to the target audience? What do I want the target audience to say/do?	
Objectives - why? What do I hope to achieve with this event?	
Description & timeline of the event - how? How will we achieve the objectives above?	
Risk assessment Identify possible risks and strategies to minimise risks.	
Marketing plan , including invitations & advertisement of the event	
Post event analysis Establish ways to capture feedback	
Timeline of tasks till the event date Prepare a timeline of tasks to do and share with the team	