

R100 EVENT PLANNING TEMPLATE

Name of Event	
Date of Event	
Time of Event	
Location of Event	
Event Coordinator/Contact Person	
Event Creation Sub Committee	
Target Audience <i>To whom is this event targeted?</i> <i>What does the audience need to know?</i> <i>What will hold their interest?</i>	
Message <i>What do you want to say to the target audience?</i> <i>What do you want them to know/do?</i>	
Objectives <i>Be clear about what you hope to achieve with this event.</i>	
Description of event	
Risk Assessment <i>Identify possible risks and develop strategies to minimize risks.</i>	
Evaluation Criteria Established <i>What were our aims/objectives?</i> <i>Did we achieve what we set out to do?</i> <i>Did it come in on budget?</i> <i>What were the intended/unintended outcomes?</i> <i>How do we measure effectiveness?</i> <i>What tools do we use to measure our success?</i>	

<p>Checklist</p> <ul style="list-style-type: none"> <input type="checkbox"/> Who will be involved in the event <input type="checkbox"/> Date/s of event determined <input type="checkbox"/> Location/venue for event booked <input type="checkbox"/> Target audience determined <input type="checkbox"/> Message determined <input type="checkbox"/> Objectives set <input type="checkbox"/> Risk assessment completed <input type="checkbox"/> Evaluation criteria established <input type="checkbox"/> AG, DG and District Leadership Team informed/involved <input type="checkbox"/> PR at RI Parramatta informed/involved <input type="checkbox"/> RDU informed 	
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Early Event Planning Template

Early event planning	Person Responsible	Action	Date to be Completed
<p>Budget</p> <ul style="list-style-type: none"> <input type="checkbox"/> Source identified <input type="checkbox"/> Sponsorship <input type="checkbox"/> Break even point established <input type="checkbox"/> Have you accounted for GST? 			
<p>Protocol</p> <ul style="list-style-type: none"> <input type="checkbox"/> Request to invite Minister, local Councilor, Mayor or important guests (dignitaries, business partners, Zone Directors and Zone Coordinators, Past DGs, etc) in writing and timely (6-8 weeks prior event) <input type="checkbox"/> Anything that needs to be approved by the Board & Project Manager <input type="checkbox"/> Any funding requirements that need to be attended to <input type="checkbox"/> Relevant Permits to hold event e.g. Council 			
<p>Invitations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Mailing list generated/updated <input type="checkbox"/> Invitation composed <input type="checkbox"/> Invitation checked <input type="checkbox"/> Printer: invitations or direct mail cards <input type="checkbox"/> RSVPs (responsible person briefed) <input type="checkbox"/> Invitation list compiled <input type="checkbox"/> Names on list and titles/addresses checked for accuracy <input type="checkbox"/> Special guests/speakers alerted to make time in diaries <input type="checkbox"/> Invitations sent 			



<p>Catering</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cost per head or upfront <input type="checkbox"/> Upmarket or casual <input type="checkbox"/> Beverages <input type="checkbox"/> Food <input type="checkbox"/> Hot or cold <input type="checkbox"/> Self service or waiting staff <input type="checkbox"/> Internal or external catering <input type="checkbox"/> Power required <input type="checkbox"/> Equipment required <input type="checkbox"/> Tables, tablecloths, cups and saucers <input type="checkbox"/> Plates, napkins, knives and forks (disposable/non-disposable) <input type="checkbox"/> Can the theme of the event be followed through in catering? <input type="checkbox"/> Special dietary requirements of guests <input type="checkbox"/> Menu 			
<p>Advertising</p> <ul style="list-style-type: none"> <input type="checkbox"/> Press, radio, TV, newsletter, social media <input type="checkbox"/> Media release – other 			
<p>Talent / Guest Speakers</p> <ul style="list-style-type: none"> <input type="checkbox"/> Book and brief, develop an agreement e.g. cancellation, weather <input type="checkbox"/> Rehearsals 			
<p>Signage</p> <ul style="list-style-type: none"> <input type="checkbox"/> Directional, parking, toilets, lost children, etc. <input type="checkbox"/> Other signage 			
<p>Program/Running Sheet/Speeches</p> <ul style="list-style-type: none"> <input type="checkbox"/> Program finalized <input type="checkbox"/> Running sheet written <input type="checkbox"/> Program/running sheet sent to speakers <input type="checkbox"/> Speakers fully briefed <input type="checkbox"/> Speeches written <input type="checkbox"/> Let caterers know program – when to serve 			
<p>Value-Added for Guests</p> <ul style="list-style-type: none"> <input type="checkbox"/> Gifts <input type="checkbox"/> Programs <input type="checkbox"/> Catalogues <input type="checkbox"/> Special offers/discounts <input type="checkbox"/> Competitions <input type="checkbox"/> Prizes 			
<p>Security</p> <ul style="list-style-type: none"> <input type="checkbox"/> Security alerted <input type="checkbox"/> Risk concerns addressed – Risk Plan developed <input type="checkbox"/> Emergency Management Plan developed <input type="checkbox"/> Provision of First Aid 			

<p>Audio/Visual Requirements</p> <ul style="list-style-type: none"> <input type="checkbox"/> Audio/Visual, PA system <input type="checkbox"/> Lapel or handheld microphone <input type="checkbox"/> Lighting <input type="checkbox"/> Extra electrical requirements <input type="checkbox"/> Lectern 			
<p>Staffing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Extra required <input type="checkbox"/> Staff to meet and greet guests 			
<p>Ambience</p> <ul style="list-style-type: none"> <input type="checkbox"/> Floral arrangements, pedestal—can theme of event be followed in flowers? <input type="checkbox"/> Background music 			
<p>Guest Comfort</p> <ul style="list-style-type: none"> <input type="checkbox"/> Wheelchair access <input type="checkbox"/> Toilet facilities 			
<p>Hospitality</p> <ul style="list-style-type: none"> <input type="checkbox"/> Welcome signage at entrance <input type="checkbox"/> Ushers briefed <input type="checkbox"/> Cloak room <input type="checkbox"/> Blue/Red carpet 			
<p>Housekeeping</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cleaning before and after <input type="checkbox"/> On standby during the event 			
<p>On the Day</p> <ul style="list-style-type: none"> <input type="checkbox"/> Time for set up by whom <input type="checkbox"/> Time for dismantle by whom <input type="checkbox"/> Dais, stage <input type="checkbox"/> Tables, chairs, layout <input type="checkbox"/> Chair covers <input type="checkbox"/> Floor plan <input type="checkbox"/> VIP seating <input type="checkbox"/> Book courier/transport <input type="checkbox"/> Name tags <input type="checkbox"/> Clear location directions <input type="checkbox"/> Registration desk 			
<p>After the Event</p> <ul style="list-style-type: none"> <input type="checkbox"/> Person responsible <input type="checkbox"/> Debrief <input type="checkbox"/> Comments on all aspects (negative/positive) <input type="checkbox"/> Guest feedback <input type="checkbox"/> Guidelines for improvement next time <input type="checkbox"/> Evaluation against criteria <input type="checkbox"/> Celebration <input type="checkbox"/> Thank you's 			