

Event Planning Guide

Purpose: What do you hope to accomplish with this event?

Audience: Who are you targeting with this event?

What would inspire/motivate your target audience to attend this event?

Barriers/Obstacles: What obstacles do you anticipate for this event?
(other events, space availability, weather)

Budget:

Personnel: Who else needs to be a part of this planning?

Event Planning Checklist

Event Title

Date

Time

Set-up Time

Clean-up Time

Facility/Location

Building

Room(s)

Set-up – Furniture Arrangement

Chairs

Tables

Podium

Veritas Seal

Room Arrangement:

Set-up – Audiovisual Equipment

Microphone

Speakers

Projection Screen

Projector

Computer

Television

VCR

Flip Charts

Telephone/Speaker Phone

Special Equipment Instructions:

Catering

Event Type:

Snacks

Dessert

Cocktails

Buffet

Served Meal

Other Considerations:

Linen

Floral/Decorations

Favors

Placecards

Publicity Materials

Press Release

Invitation

Program

Advertising

Posters

Certificates

Other Materials:

Special Considerations