

Event Purpose

Know your event goals. What are you trying to achieve and say through your event? These goals need to be clearly defined before anything else.

Fund-raising/Charitable _____

Increase Membership/Visibility _____

Community Service _____

Entertainment _____

Appreciation _____

Networking/Socialization _____

Training _____

Who is your target audience? Your audience and the type of event will determine your budget.

How many people need to attend to make it a success? _____

Where will they come from? _____

What are they willing to spend? _____

What would be the budget to stage this event? _____

To insure a quality special event, you need:

A clear purpose and objective _____

Good organization _____

Important, relevant, and timely issues _____

Appropriate and adequate sponsorship _____

Priorities in your budget _____

Convenient timing _____

Excellent, supportive and enthusiastic staffing/volunteers _____

A great location _____

An exciting agenda _____

With the above in mind, consider the following:

Will your event achieve your goals? _____

How will it interest those attending? _____

Is there sufficient time to plan? _____

Do you have the best staff and volunteer support? _____

Is there an appropriate and affordable site available? _____

Does this event have a history of success? _____

Is there potential sponsorship? _____

Are there any conflicts with other major events? _____

The weather conditions of that date for the past years. _____

What is your contingency plan for bad weather? _____

Will the day and time fit the audience's schedule? _____