EVENT PLANNER TEMPLATE

SD CREATIVE EVENTS

EVENT OVERVIEW		
EVENT TITLE		
EVENT DATE		EVENT TIME
EVENT LOCATION		
EVENT DESCRIPTION		

EVENT COORDINATOR INFORMATION		
COORDINATOR NAME		
COORDINATOR ORG		
TELEPHONE		MAILING ADDRESS
"DAY OF" PHONE		
FAX		
EMAIL		WEBSITE
ADD'L CONTACT NAME		ADD'L CONTACT EMAIL
CONTACT PHONE 1		CONTACT PHONE 2

EVENT SCOPE	
TARGET AUDIENCE	
MESSAGING	
OBJECTIVES	

RISK MANAGEMENT	
IDENTIFIED RISKS	RISK MITIGATION

MILESTONES, BENCHMARKS, AND MEASURES OF SUCCESS	

TASK CHECKLIST + DELEGATION

DATE COMPLETED	TASK	PARTY RESPONSIBLE
	TEAM IDENTIFIED	
	FUNDING SOURCED	
	SPONSORSHIP OBTAINED	
	LOCATION SECURED	
	PERMISSION REQUESTED	
	PERMITS ISSUED / REQUESTED	
	PARKING / TRANSPORTATION LOGISTICS	
	EVENT ENTERTAINMENT / SPEAKERS CONFIRMED	
	TALENT REHEARSALS SCHEDULED	
	INVITE LIST COMPILED	
	RSVP PROCESS DEFINED	
	INVITATIONS COMPOSED / PRINTED	
	INVITATIONS SENT	
	PRINT ADVERTISING	
	RADIO / TELEVISION ADVERTISING	
	MEDIA ADVERTISING	
	EVENT SIGNS / SIGNAGE	
	PROGRAMS / CATALOGUES	
	PROMOTIONAL GIFTS	
	PRIZES / GIVEAWAYS	
	DECORATIONS / FLORAL	
	SEATING	
	TABLES / LINENS	
	GLASSES / DISHES / FLATWARE / NAPKINS	
	FOOD / MENU / DIETARY CONCERNS ADDRESSED	
	BEVERAGES	
	ADDITIONAL STAFF	
	SECURITY / FIRST AID	
	ADA ACCESS	
	HOUSEKEEPING	
	EVENT FLOOR PLAN / SET-UP	
	GUEST GREETERS / USHERS	
	REGISTRATION AREA AND PROCESS	

	GUEST AND PARTICIPANT FEEDBACK / REVIEW SYSTEM DEVELOPED	

SPECIFICATIONS

EQUIPMENT REQUIRED	COMMENTS: AVAILABLE IN-HOUSE, SPEAKER WILL PROVIDE, ETC.	
LIGHTING		
SOUND		
MICROPHONES		
STAGE		
PODIUM		
BACKGROUND MUSIC		
DESCRIBE STAGING SET-UP AND REQUIREMENTS		
A/V POINT OF CONTACT		A/V PHONE	
A/V EMAIL		ADDITIONAL STAFF	
DESCRIBE ANY ADDITIONAL SET-UP REQUIREMENTS		

POST-EVENT EVALUATION

OBJECTIVES MET?	
BUDGETARY CONSTRAINTS MET?	
UNINTENDED POSITIVE OUTCOMES?	
UNINTENDED NEGATIVE OUTCOMES?	
FEEDBACK ANALYSIS	

STAFF AND VENDOR EVALUATION	
REVIEW OF MEASUREMENTS FOR SUCCESS	
CELEBRATION & THANK YOUS TO TEAM , STAFF, VENDORS, GUESTS, ETC.	

ADDITIONAL COMMENTS