



EVENT PLANNING

– a simple checklist to use when planning an event

When you have decided to host and event there are some essential questions that you have to ask yourself before you start working on the details.

The main questions concern the objective of the event

- Why is this event taking place?
- What's its goal?
- What's return of investment for this event?

When you have answers those it's easier to break down the event according to the following questions:

Setting the date

- When should this event take place?
- What day of the week?
- What time of day?
- Are there any other events taking place that day that may collide with the event?
- Are there any holidays colliding with the event?

Note: Remember to make time for planning the event, this often takes a lot longer than you expect.

Guests

- Who is your guest?
- How many guests do you want to come to the event?
- Who will decide the guest list?
- Do you have contact information to the guests?

Note: Quite often guests are no shows at the actual event. Depending on what type of event is you can sometime experience a no show percentage of between 10 – 20 % of the guests.



Theme

- Do you have a theme for the event?
- What season is your event taking place?
- Is it a casual or a formal event?
- What's the dress code?

Location

- What type of location are you looking for?
- Does the event location have to be close to other venue taking place?
- Is the event in or outdoor or maybe both?

Note: Setting a theme often helps in choosing the location if it's optional where the event is taking place. If you don't have a theme it's always nice to theme the event according to season. An event taking place in spring could have a discrete spring theme.