



## Event Planning Checklist for Campbell River

Utilize this tool to create a plan for your next event.

It is a generic checklist, so all questions may not apply.

It's a good way to avoid missing details, which, when overlooked, can impact your outcome.

### Event Planning Details

Event Title:	
Proposed Date:	
Contact Person:	
Phone Number:	
Email:	
Website:	
Social Network Links:	
Facility:	
Catering Company:	
Equipment Rental:	
Estimated Budget:	
Activities:	
Publicity / Advertising:	
Décor:	
Guest Speakers:	
Speaking Notes	
Prizes / Give-aways:	
Swag	
Thank you gifts:	

### Brief Description of Event:

Goal(s) of the Event: What do you hope to accomplish?

- 1)
- 2)
- 3)

Objectives: How do you intend to accomplish your goal(s)?

- 1)
- 2)
- 3)

## Prior to Event:

- Yes  No Have you identified the purpose of the event (social, recruitment, educational, service, recreational)?
  
- Yes  No Have you secured funding sources? Are their details in place as to what you are able to spend funds on?
  
- Yes  No Have you identified your target audience? (How many do you expect? Is attendance open, restricted, for members and guests?)
  
- Yes  No Have you reserved an adequate facility? Is it appropriate to the anticipated attendance? Is it reserved for the proper amount of time?
  
- Yes  No What kind of set-up will you need? Will you need chairs, tables, special set-up, and special equipment? Have the necessary arrangements been made?
  
- Yes  No Will food be served? Has food been ordered?
  
- Yes  No Is security needed? Have arrangements been made for adequate supervision?
  
- Yes  No Have you publicized your event? You should start at least two months ahead with advertisements, public service announcements, social media posts, flyers, posters, news releases, etc.
  
- Yes  No Are you sending out invitations? (They should go out at least a month prior to the event.) Do you need name tags and / or tickets?
  
- Yes  No Have committees been formed and duties assigned? Possible committees include planning, shopping, decorations, publicity, entertainment, invitations, hospitality, servers, and set-up and clean-up.
  
- Yes  No Do you have signed contracts from the venue and vendors?
  
- Yes  No Have you contacted your local volunteer organization for event assistants (membership required in some organizations)?

## On the Day of the Event:

- Yes  No Has the facility and set-up been checked?
- Yes  No Have supplies been checked? (Name tags, food, etc.)
- Yes  No Have you re-confirmed that workers will carry out their assignments?
- Yes  No Have you thanked everyone involved?
- Yes  No Have all funding forms been completed and submitted as required by your funding source? Have you collected invoices/receipts for financial tracking purposes?

## After the Event:

- Yes  No Has a program evaluation been completed?
- Yes  No Have thank-you letters been sent when appropriate?
- Yes  No Have all bills been paid?
- Yes  No Have planners of the event gotten together to discuss how everything went, and made suggestions for improvement?

## Post Event Evaluation

Did you meet your Goals:	
Did you meet your Objectives:	
If the event was a fundraiser, amount raised:	
Number of attendees:	
<i>Rate the following from 1 (needs significant improvement) to 4 (excellent)</i>	
Planning Details:	
Communication:	
Event Execution:	
Follow-up Activities:	
Choice of venue / vendors:	
Should this event be repeated:	
If yes, list best practices:	
If no, list reasons why:	