# EVENT PLANNING WORKSHEET

Name/Title of Event: ____________________________________________

Goals/Objectives of Event: _______________________________________

What? ________________________________________________________
   Define what this event is

Who? ________________________________________________________
   Act/Speaker/Audience/Responsibilities/Co-Sponsors

When? ________________________________________________________
   How much lead time do you realistically need to pull this off?

Where? ______________________________________________________
   What are the appropriate venues for this event? Have fallback space if outdoors

How? ________________________________________________________
   How will you pay for this event? ASG, Greek Council, Dept.’s, Member Dues, Fundraising, etc.

Marketing Strategies:

Day of Event Mitigating Risk: ________________________________
   Contingency Plan for Bad weather, lost or no speaker, no check for performer, too many audience members

Assessment: ________________________________________________
   How do you define success of the event? Attendance Count, Post Event Evaluation, Call to Action Response, etc.