

Event Planning Checklist

Getting good attendance at events requires good planning!



- Why are you having the event? What is its purpose?
What do you hope to achieve?
- Is this the most effective way to reach your goal?
- Has this type of event been successful before?
- Whom are you targeting? Who is your audience?
- Will the event interest your audience? How did you find out?
- How will you promote it? How will you reach your target audience?
- What will be your strategy for personal invitation?
- How will you make it easy for people to attend?
- When is best time and date for event? How do you know? What resources did you check?
- Where will you locate your event? Is the size of the space appropriate?
- Do you have a doable strategy to get people to your event? Do you have enough time, money, support, etc
- What will determine success? Do you need to turn-out a certain amount of people to make it worth your time and effort?
- Will the event be fun?