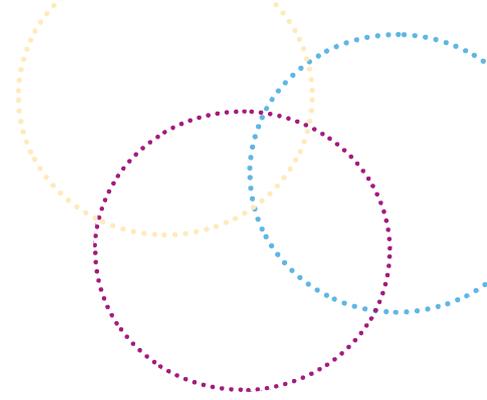# 15

Event planning checklist

Why are we doing it?
What are the core aims for the event? What must be achieved by doing it? For example is it to raise money, inspire people, raise awareness, celebrate something…?

What will we do?
What activities will it involve? What risks do we need to think about? What permissions, licences or insurance do we need? What equipment will we need? Write a list of the tasks that need to be done to make it all happen.

Who will be involved?
Who is the event for? Who else will need to be there? Think about all the different groups of people who have an interest in the success of your event; eg, service-users, family members, local residents, special guests, volunteers, managers, funders etc. Do we need to recruit extra volunteers to help? Are there partner organisations or local businesses that can help?

When will we hold the event?
Does it clash with anything else? Is it the right time of year for this sort of activity? It is the right time of day for the people we want to reach? Can we get volunteers to help at that time?

Where will we run it?
Outdoors or indoors? Can people get there? Is the venue accessible and does it have the right facilities for everyone? What are the alternatives or contingency plans, for example in case of bad weather for an outdoor event?

How much will it cost?
Set out a budget. Research costs for venues, refreshments, equipment, publicity, volunteer expenses, licences, insurance etc. How will the costs be met – can you get sponsorship? Do you need to raise funds on the day? If so, how?

How will we tell people what's going on?
Think about how you will promote the event to people who might want to come, both before the event, and on the day. How will you communicate with your team on the day? Will you do any publicity afterwards?

How will we know if the event was a success?
Go back to the aims – are they measurable? Get feedback during and after the event, de-brief everyone involved, including your volunteer helpers. Make notes for next time. Make sure you thank anyone who helped out on the day.
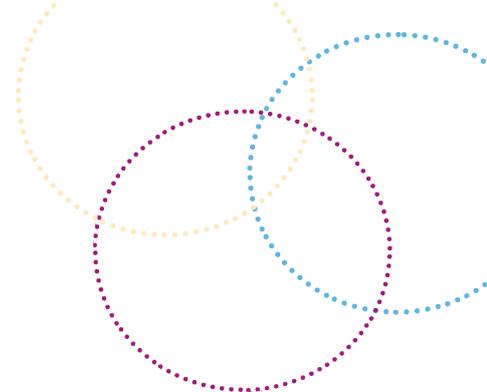
Event planning checklist

Use this page to help with your event planning.

Why are we doing it?

What will we do?

Who will be involved?

When will we hold the event?

Where will we run it?

How much will it cost?

How will we tell people what's going on?

How will we know if the event was a success?