

Events Planning Example (2)

Item	Questions to Ask	Women's Day 2024
Pre-Event Strategy		
Purpose	<i>What do you want this event to achieve? Is it Outreach / Community / Fellowship based?</i>	To provide - an opportunity for women to hear teaching from women, - have open fellowship with one another, - build relationships within the network - build relationships within church groups that come together and give encouragement - teaching on women-focused topics, or more general topics with a focus on what it means for women.
Aims	<i>Provide a couple of aims of the event. What does success look like? What will you measure the event against afterwards?</i>	- Teach - Encourage - All women of Co-Mission Together
Targets	<i>Combined with aims to help measure success of the event.</i>	- Have over 350 women attend the event (<i>teach</i>) - Have 75%+ of Co-Mission churches represented (<i>together</i>) - Have 90%+ of attendees felt it achieved its aims (<i>encourage</i>) - Meet budgeted costs
Pre-Event Detail Planning		
Audience	<i>Who is invited to your event?</i>	All women in all Co-Mission churches, plants and affiliated churches, plus guest church congregations (at the discretion of Co-Mission).

CO-MISSION:

Date and Duration	<i>When is it and for how long does your event last? Does it need to take place at a certain time?</i>	Last Saturday of January, one morning. Saturday 27th January, 9:30am - 12:45pm
Venue	<i>Where is your event going to take place? What are your requirements? <u>Your venue choice also determines your budget, ticket cost, licensing agreements, risk assessments and catering options so choose it carefully!</u></i>	Requirements: Large meeting space, large separate room for bookstall, space for refreshments & separate live-stream room for nursing mothers. High-level tech and AV capabilities. Venue Chosen: All Souls Langham Place
Speaker & Theme	<i>If you are having a talk - who is speaking, and what on?</i>	Requirements: 2 x preaching slots delivered by a woman, on a pre-decided topic. Chosen: Sara Snow on Christian friendship.
Catering	<i>Are you having a meal or refreshments?</i>	Breakfast pastries and refreshments during the break.
Team	<i>Are you putting together a team to plan & run the event? Who from your church team / congregation needs to be involved?</i>	Content decided by Women's Day Committee. Event run by Co-Mission team. Volunteers needed for Stewarding, Refreshments, Band, Registration and Set Up.
Budget	<i>Do you want to break-even by selling tickets or will the church cover the event? This will determine your budget. What other big costs do you predict?</i>	Break-even by selling tickets, factoring in a concession price as well as standard ticket price. Large cost of venue and cost of marketing determining ticket price.
Marketing	<i>Are you and how are you going to advertise this event?</i>	Flyers, email invites, church advertising, personal invitations from friends.
Bookings	<i>Do you need people to book tickets or can they just turn up at the door? How will you keep track of this?</i>	Tickets need to be booked in advance online. Registration team to check people in.