

Events Planning Template (1)

Item	Questions to Ask	Your Event
Pre-Event Strategy		
Purpose	<i>What do you want this event to achieve? Is it Outreach / Community / Fellowship based?</i>	
Aims	<i>Provide a couple of aims of the event. What does success look like? What will you measure the event against afterwards?</i>	
Targets	<i>Combined with aims to help measure success of the event.</i>	
Pre-Event Detail Planning		
Audience	<i>Who is invited to your event?</i>	
Date and Duration	<i>When is it and for how long does your event last?</i>	
Venue	<i>Where is your event going to take place? <u>Your venue choice also determines your budget, ticket cost, licensing agreements, risk assessments and catering options so choose it carefully!</u></i>	

CO-MISSION:

Speaker & Theme	<i>If you are having a talk - who is speaking, and what on?</i>	
Catering	<i>Are you having a meal or refreshments?</i>	
Team	<i>Are you putting together a team to plan & run the event? Who from your church team / congregation needs to be involved?</i>	
Budget	<i>Do you want to break-even by selling tickets or will church cover the event? This will determine your budget. What other big costs do you predict?</i>	
Marketing	<i>Are you and how are you going to advertise this event?</i>	
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>	