EVENT PLANNING QUESTIONS *(be specific!)*

1. **Gather and share contact information for everyone on the team!**

2. What's our event idea?

3. What do we want to achieve by having this event?

4. Who do we hope will attend?

5. How much time can we each give to planning this event?

6. What are the details?

   - Proposed date and time:

   - Proposed location:

   - Agenda/activities at the event:

   - Estimated attendance:

   - What equipment do we need? (e.g., tables, chairs, food, paper goods, decorations, signage, extra garbage cans/bags, etc.)

   - Budget needs:

7. How will we publicize the event?

   - Who is our "target audience" and how can we reach them?

   - Free publicity ideas:
     - Posters
     - Table tents
     - Emails
     - Social Media
     - Word of Mouth
     - www.evite.com
     - Key people/groups that can help spread the word
     - Newspaper or online calendars
     - Other ideas?

8. Are our goals realistic?

9. Are we planning anything "risky" that requires approval?

10. Do we need help from anyone outside our group?

11. How will we measure our success and learn from mistakes?

EVENT PLANNING TIMELINE

Before the event

- Agree on planning meeting dates
- Reserve space
- Plan food
- Plan agenda or activities
- Arrange for any speakers
- Arrange for any special equipment or supplies
- Design and post publicity (ongoing)

One week before

- Reconfirm any reservations (room and equipment, speakers, refreshments, etc.)
- Buy remaining supplies
- Final publicity push
- Delegate responsibilities for event day

Event day (or day before)

- Set up space
- Set up technology/audiovisual
- Arrange food and serving supplies
- Greet speakers
- Greet attendees
- Who will emcee and/or facilitate activities?
- Clean up crew (leave no trace!)

After the event

- Evaluation and things we learned

PUBLICITY 101: Hey event planners! We've learned that an event doesn't have to be "huge" to be a success. Keep your expectations realistic, especially the first time you do the event. Then, evaluate, learn, and improve as you go.

- ***Did you know….*** the typical response rate for "direct mail" is 1% to 2%? That's the number of people who *inquire* about a product – the number of people who *purchase* is even smaller!
- **Remember the *rule of halves*:** If you invite 100 people, 50 will actually say yes, 25 will actually come, 12 will stay till the end.
- **3 forms of contact:** People need to hear about an event three times (ideally in different ways) before they remember to come to an event. *(Info courtesy of www.marketingzone.com and www.realfoodchallenge.org)*