

Early Event Planning Template

The below table is a simple action list that can be used by event organisers when developing their action plan, and is a great tool for succession planning in future years.

Event Planning	Comments/Action	Person Responsible	Date to be completed
Event Planning			
Organise event dates	Contact Tourism Whitsundays or local Information Centre to see whether there are any other events on the proposed date.		
Develop pre-event/event/ post-event run sheet			
Develop organisation structure			
Distribute run sheet to relevant stakeholders			
Strategic plans developed <i>i.e. marketing plan, business plan, volunteer management, risk management plan, etc.</i>			
Identify event milestones			
Develop surveys to assess planning success			
Budget			
Financial goals and objectives identified			
Grant funding sources identified			
Sponsorship			
Break-even point established			
GST accounted for			

Invitations/registrations			
Distributions list identified			
Registration process developed			
<i>Is there software available to reduce time spent?</i>			
Invitation/registration design developed			
Invitations sent/registration open			
<i>*Host online registration form on website</i>			
RSVPs/ registrations compiled			
Catering			
Identify food/menu			
Contact food suppliers			
Collect supplier's insurance/ licenses			
Complete alcohol license			
Organise catering staff/self-service			
Identify equipment required			
<i>i.e. tables, chairs, napkins, etc.</i>			
Collect/ consider dietary requirements			
Logistics			
Develop site map/ course map			
Develop Traffic Management Plan			
Complete council and venue approvals			
Contact Department of Transport			
Complete Police permits			
Complete Aquatic Permit			
Apply for Temporary Food Premises Permit			
Notify Police, Ambulance, Fire Brigade, Taxi and Bus services of event information			
Infrastructure			
<i>i.e. fencing, tents, barriers, signage, etc.</i>			
Identify power requirements			
<i>i.e. for entertainment, food vendors, etc.</i>			
Contact waste management services			
Develop set up/ pack up run sheet			
Entertainment			
Confirm timings of entertainment			
Book entertainment			
Organise rehearsals			
Confirm entertainment requirements			
Audio/lighting organised			
Marketing and PR			

Design marketing collateral i.e. logos, poster, flyers, Write media releases			
Website designed and live Optimise website			
Advertising organised i.e. Television, radio, print Develop social media campaign i.e. Facebook, Twitter, LinkedIn, Instagram, blogs, etc.			
Design and distribute e-newsletters Submit event to ATDW and online calendars			
Volunteers Develop Volunteer Management Plan Contact potential volunteer providers i.e. Lifesaving Club, Lions Club, police recruits, etc. Develop volunteer position description Develop volunteer position map Develop volunteer information Develop volunteer database Develop volunteer survey Evaluate volunteer survey			
Collateral/Ceremonies Identify collateral required i.e. pens, duct tape, zip ties, sunscreen, etc. Organise trophies, medals, novelty cheques, prize money Organise portable radios Organise generators/ back up power Organise merchandise	Design, number of each item, approve and order		
Sponsorship Develop sponsorship levels and packages Sponsorship proposal developed Identify and contact potential sponsors Monitor sponsorship satisfaction and promises Develop sponsorship survey Evaluate sponsorship survey			
Risk Management Develop contingency plans i.e. wet weather, low attendance, etc.			

Organise first aid officers			
Organise medical equipment required			
Organise security			
Consider crowd control			
Consider cash control			

