TEMPLATE PROVIDED BY MELLER PERFORMANCE EVENTS GROUP

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| **EVENT DESIGN & PLANNING WORKSHEET** |

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| Event Name |  | Goals | *(What are the measurable goals for each stakeholder, and how will you measure?)* | Registration | *(How will attendees register, and are there fees? What are the policies)* |
| Event Type |  | Agenda Objectives | *(What needs to be accomplished in the agenda?)* | Engagement | *(What engagement strategies are needed to keep attendees tuned in and focused? What are the key touch points?)* |
| Event Owner/ Host |  | Overarching | *(What overall change(s) do we need to see as a result of this event?)* | Promotion | *(What’s needed to promote the event? The brand? What avenues? What items?)* |
| When (Dates/ Duration) |  | Event Delta? | *(What content needs to be offered, and why?) Topics?* | Travel | *(What travel is required? How will you handle it?* |
| Where (Location) |  | Content Objectives | *(who are the key speakers potentially needed?)* | Food & Beverage | *(What is needed for F&B during the program?)* |
| Program Overview | *(Describe what is the event)* | Speakers | *(What formats will be used to deliver the content?)* | Tours/ Activities | *(What special activities or experiences are offered?)* |
| Program Objectives | *(What needs to be achieved?)* | Format(s) | *(By time, day, or other breakdown)* | Entertainment | *(What entertainment is needed, if any?)* |
| Positioning Considerations | *(What’s the context of the event, and why is this needed? Why does the marketplace need this event?)* | Agenda Overview | *(How will you market this and what methods will you use?)* | What are the Opportunities? | *(What are the big potential gains for the event?)* |
| Target Audience | *(If more than one, list and describe)* | Marketing | *(How will you manage communications? What needs to be communicated?)* | What are the Risks? | *(What could go WRONG? How will you mitigate?)* |
| Audience Size/ Market |  | Communications | *(What are the financial goals, or what’s the budget expectation? Break down by category if needed. What’s the overall commitment?)* | What are the strengths? |  |
| Target Attendee Count | *(include everyone)* | Financial Overview | *(What will attendees be charged? Sponsors?)* | What are the Weaknesses? |  |
| Key Stakeholders & Needs | *(Who are they – what do they need to get out of it?)* | Fee Structure | *(What sponsorship opportunities are offered, if any?)* | Other considerations |  |
| Event Type |  | Sponsorship | *(What are the measurable goals for each stakeholder, and how will you measure?)* | Key Resources | *(Who can help you get this done)* |
| Event Owner/ Host |  | Goals | *(What needs to be accomplished in the agenda?)* | Registration | *(How will attendees register, and are there fees? What are the policies)* |
|  |  |  |  | Engagement | *(What engagement strategies are needed to keep attendees tuned in and focused? What are the key touch points?)* |