

# Basic Event Management Outline Template

## 1. Event Overview

- Event Name:
- Date & Time:
- Venue/Location:
- Purpose/Objectives:
- Theme/Concept:

## 2. Target Audience

- Audience Description:
- Estimated Number of Participants:

## 3. Planning Team

- Organizer(s):
- Team Roles & Responsibilities:
- Contact Information:

## 4. Budget

- Estimated Expenses:
- Potential Income/Sponsorship:
- Contingency Fund:

## 5. Event Program/Schedule

1. Registration/Arrival:
2. Main Activities/Sessions:
3. Breaks/Refreshments:
4. Closing/Wrap-up:

## 6. Logistics

- Venue Setup/Layout:
- Equipment & Materials:
- Transportation:
- Signage & Decorations:
- Permits & Insurance:

## 7. Promotion & Marketing

- Marketing Channels:
- Promotional Materials:
- Media Outreach:

## 8. Registration & RSVP

- Registration Method:
- Deadline:
- Confirmation Process:

## 9. Risk Management

- Potential Risks/Challenges:
- Emergency Plan:

- Health & Safety Measures:

## **10. Post-Event Evaluation**

- Feedback Collection:
- Budget Reconciliation:
- Lessons Learned:
- Thank You Notes/Acknowledgements: