Pre-Event Planning Outline

1. Event Details

Event Name

Enter event name

Date

Time

Venue/Location

Enter venue/location

Event Description

Brief description of the event

2. Objectives & Goals

State your event objectives and desired outcomes

3. Target Audience

Define the main audience for the event

4. Budget Estimate

Outline projected income, expenses, and key budget items

5. Team Roles / Responsibilities

1. Role (e.g. Event Lead)

   Person Responsible

2. Role

Person Responsible

3. Role

Person Responsible

6. Timeline / Key Dates

1. Milestone/Deadline (e.g. Venue Booking)

2. Milestone/Deadline

3. Milestone/Deadline

7. Logistics & Requirements

- Logistics item (e.g. AV Setup)
- Logistics item
- Logistics item

8. Marketing & Communication Plan

Outline strategies for promoting the event and communicating with stakeholders

9. Risk Management

Identify potential risks and contingency plans

10. Measurement & Evaluation

How will you measure event success?