Running an event doesn’t have to be hard, but it can feel a bit daunting when you’re starting out. That’s why we are suggesting that you complete the following event plan to give yourself clear deadlines and objectives for anything you wish to run. Sometimes, you’ll find this is a bit too detailed for some of your activities, but it’s always good to bear in mind!

**Event Planning Steps**

The following are a very broad outline of how you should start to plan your event:

* Step 1: Determine your event goals and objectives
* Step 2: Assemble your team
* Step 3: Establish an event budget
* Step 4: Choose date & venue
* Step 5: Select the speakers / entertainment
* Step 6: Event Marketing & Advertising
* Step 7: Complete your event
* Step 8: Relax!

**Event Planning Checklist**

There’s a lot to manage when planning an event, so checklists and spreadsheets will quicky become your best friend!

The following is a general event planning checklist to help you get started. The more questions you ask, the better your event checklist. Feel free to add your own unique responsibilities and tasks which are more appropriate to your event.

**Goals and Objectives**

* What’s your event’s reason for existence?
* What are the goals this event is expected to achieve?
* What are the revenue objectives?
* What is your target audience?
* How many people will attend?

**Event Budget**

* Is there a cost associated with ticketing and what is it?
* Figure out what the costs will be.
* If you held similar events, use and adjust an old budget for a baseline.
* What ticketing and registration software will be used?
* Finalize sponsor contributions.
* Set ticket price.

**Date & Venue**

* Where is the event being held?
* Create an event schedule.
* When will the event take place?
* Have a backup date in case issues arise.
* Is there the best location for the event?
* Is the venue appropriate for your expected number of attendees?
* Decide on needed infrastructure: wifi, capacity, bathrooms, near shopping & restaurants, etc.
* Hire caterer.
* Secure what equipment you’ll need.
* What are your security needs?
* Do you need permits, licenses or insurance?
* Create event signage and communication plan for attendees.

**Speakers**

* Research potential speakers.
* Create a list of relevant speakers.
* Create a pitch for speakers.
* Pitch speakers.
* Finalize speaker selection, get bios and headshots, arrange travel and accommodations.

**Sponsors**

* Develop a list of sponsors and what you can offer them.
* See if there are sponsors who have partnered with similar events.
* Reach out to potential sponsors.

**Event Marketing & Advertising**

* What’s your messaging?
* Coordinate with digital tools and social platforms.
* Add the event to online calendars.
* Market event with blog posts and other promotions like video and online ads.
* Send reminders to all parties a month or two before the event date.

**Finalizing, Last Steps**

* Schedule
* Caterer
* Speakers and scripts
* Venue
* Equipment
* Decorations
* Contracts