

Stampin' 2 Success Event Planning Worksheet

Follow the steps on this worksheet to help you plan a successful event

Step 1 – The Event Overview

Consider the following, writing down your answers as appropriate

1. What are you looking to achieve
 - a. Set Objectives - why are you doing this?
 - b. Set Goals - how will you know the event has been a success? Make them SMART
2. What sort of event will best achieve this?
 - a. Class
 - b. Experience Event
 - c. Stall
 - d. Show
 - e. Customer Appreciation Event
 - f. Hostess Appreciation Event
 - g. Other (write it down)
3. Who do you want to attend?
 - a. Customers
 - b. Hostesses
 - c. New Contacts and if so what sort of people are you looking for?
4. When do you want to do this event?
 - a. When would work for you?
 - b. When will you have time to prep / deliver the event?
 - c. When would work for the people you want to attend
 - d. Daytime/evening/Week day. Weekend etc
5. Where do you want to hold this event?
 - a. What would work for the people you want to attend?
 - b. What would work for you?
 - c. What facilities do you need?
 - d. Do you know a suitable venue?
 - e. When is the venue available?
6. What is it going to cost?
 - a. Complete a rough budget for the event
 - b. Decided if it is appropriate to charge people and if so how much would they pay
 - c. Check the event will meet your financial objectives
7. Decided if you are going to go ahead
 - a. Are you going to continue with your plan as it is outlined?
 - b. Do you need to adjust your plan to meet your objectives?
 - c. Are you going to decide not to go ahead

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Step 2 – Plan the Event

Now you have decided to go ahead it's time to make your detailed plan. There are two main areas you need to consider in your plan, getting the event ready and publicising the event. We are going to look at each in turn, but as you put your plan together you will notice that the dates by which you need to do things will overlap.

Getting the event ready

For each of the items on this list put a date by which you need to have completed the activity.

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Getting People to the Event / Publicity

Start by working through the following questions.

1. Who do you want to come to the event? Describe them in as much detail as you can.
2. What sort of places would I find people like this?
3. Why would they want to come to the event?
4. What will they get out of it?
5. Why would this be interesting to them?
6. What do they need to do next?
7. What is the best way to attract their attention?

Keep your answers to these questions in mind when you work through the next section

1. What am I going to call my event
2. What will people need to know in order to come to the event
3. What sort of publicity materials will work best for the people I want to attract
 - Leaflets
 - Posters
 - Fliers
 - Personal Invitations
 - Emails
 - Newsletters
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4. How am I going to get my materials to people?
 - Where can I put posters (where do the kind of people I want to come to my event go?)
 - Post
 - Hand Distribution
 - Email
 - Phone
 -
5. When do I need to have distributed the materials by? Put this in your plan
6. How long will it take me to get things printed? Add this date to your plan
7. Should I email my contact list about this? If so when? Add this to your plan as required
8. Should I include information about the event in my newsletter? If so when? Add this to your plan as required
9. Design your publicity materials
10. Ensure you are ready to talk to this event at any time (ie carry information about the event with you)

You will now have a robust plan for your event – we just need to add one more action. Once you have taken all the actions on your plan and completed the event answer the following questions

1. What worked well for me and got me great results?
2. What would I do differently next time?

Step 3 – Action the Plan

Your plan is great and without it you would certainly not get everything you want from your event, but now it is time to action that plan – if you don't there is only one thing you will achieve – nothing!