



Event Planning Checklist for Campbell River

Utilize this tool to create a plan for your next event.

It is a generic checklist, so all questions may not apply.

It's a good way to avoid missing details, which, when overlooked, can impact your outcome.

Event Planning Details

Event Title:	
Proposed Date:	
Contact Person:	
Phone Number:	
Email:	
Website:	
Social Network Links:	
Facility:	
Catering Company:	
Equipment Rental:	
Estimated Budget:	
Activities:	
Publicity / Advertising:	
Décor:	
Guest Speakers:	
Speaking Notes	
Prizes / Give-aways:	
Swag	
Thank you gifts:	

Brief Description of Event:

Goal(s) of the Event: What do you hope to accomplish?

- 1)
- 2)
- 3)

Objectives: How do you intend to accomplish your goal(s)?

- 1)
- 2)
- 3)

Prior to Event:

- Yes No Have you identified the purpose of the event (social, recruitment, educational, service, recreational)?

- Yes No Have you secured funding sources? Are their details in place as to what you are able to spend funds on?

- Yes No Have you identified your target audience? (How many do you expect? Is attendance open, restricted, for members and guests?)

- Yes No Have you reserved an adequate facility? Is it appropriate to the anticipated attendance? Is it reserved for the proper amount of time?

- Yes No What kind of set-up will you need? Will you need chairs, tables, special set-up, and special equipment? Have the necessary arrangements been made?

- Yes No Will food be served? Has food been ordered?

- Yes No Is security needed? Have arrangements been made for adequate supervision?

- Yes No Have you publicized your event? You should start at least two months ahead with advertisements, public service announcements, social media posts, flyers, posters, news releases, etc.

- Yes No Are you sending out invitations? (They should go out at least a month prior to the event.) Do you need name tags and / or tickets?

- Yes No Have committees been formed and duties assigned? Possible committees include planning, shopping, decorations, publicity, entertainment, invitations, hospitality, servers, and set-up and clean-up.

- Yes No Do you have signed contracts from the venue and vendors?

- Yes No Have you contacted your local volunteer organization for event assistants (membership required in some organizations)?

On the Day of the Event:

- Yes No Has the facility and set-up been checked?
- Yes No Have supplies been checked? (Name tags, food, etc.)
- Yes No Have you re-confirmed that workers will carry out their assignments?
- Yes No Have you thanked everyone involved?
- Yes No Have all funding forms been completed and submitted as required by your funding source? Have you collected invoices/receipts for financial tracking purposes?

After the Event:

- Yes No Has a program evaluation been completed?
- Yes No Have thank-you letters been sent when appropriate?
- Yes No Have all bills been paid?
- Yes No Have planners of the event gotten together to discuss how everything went, and made suggestions for improvement?

Post Event Evaluation

Did you meet your Goals:	
Did you meet your Objectives:	
If the event was a fundraiser, amount raised:	
Number of attendees:	
<i>Rate the following from 1 (needs significant improvement) to 4 (excellent)</i>	
Planning Details:	
Communication:	
Event Execution:	
Follow-up Activities:	
Choice of venue / vendors:	
Should this event be repeated:	
If yes, list best practices:	
If no, list reasons why:	