



Event Planning Checklist

Use this basic checklist to assist you in planning a successful event with the City of Geneva.

Name of Event: _____

Date: _____

Time: _____

Location: _____

Event Purpose: _____

BRAINSTORMING:

- Will the event work?
- How many volunteers will I need?
- Does this event serve a need previously not met/ is this event unique?

BUDGETING:

- See sample budget planning sheet (attached)

SCHEDULING:

- What kind of space do you need?
 - How many attendants?
 - Do you need electric?
 - Do you need water?
 - Do you need parking?
- Tentatively select a couple of dates
- Tentatively select a few locations
- Check local event calendar to see complimentary events

PERMITS:

- Review City of Geneva Policy
- Complete and return City of Geneva Event Application
- Banner Application
- Are you serving liquor?
- Are you serving food?
- Are you having amplified sound?
- Do you have a copy of your 501C3 for a discount?
- Have you paid the application fees?

ADVERTISING

- Posters
- E-mailing listservs
- Social Media
- News Outlets
 - Newspaper
 - TV
 - Radio
- City Calendars

RESOURCES

- City of Geneva resources (see attached inventory sheet)
- Tents
- Tables
- Chairs
- Decorations
- Cash Box
- ID wrist bands
- Silverware, plates, ect.
- Other

WEEK PRIOR

- Double check set up maps
- Follow up with City of Geneva
- Double check permits and make sure you have enough copies on hand
- Assign event shifts for group volunteers (set-up, during, take down, ect.)
- Print any programs or fliers needed at the event

DAY OF EVENT

- Arrive early for event set up
- Meet vendors at event and assist with set up
- Greet guests
- Have fun!
- Clean up, remember to leave the space the same if not better than before you used it!

AFTER THE EVENT

- Send thank you notes to volunteers, vendors and donors
- Do a post event evaluation
- Make sure all bills are paid and paper work is completed
- Follow up with the City of Geneva
- Set the date for next year!



Budget Planning Worksheet

Here is a sample worksheet to set your project budget.

ANTICIPATED EXPENSES

Facility Rental \$ _____

Food _____

Lodging _____

Publicity/ Marketing _____

Speaker Fees _____

Supplies _____

Technical Support _____

Travel _____

Security _____

Permits/ Licensing _____

Registration Fees _____

Other _____

***Total** \$ _____

ANTICIPATED INCOME

Admission Fees \$ _____

Co- Sponsors _____
(list below)

Vendor Payments _____

Raffles/ Drawlings _____

Other Income _____

***Total** \$ _____



1. Did you meet your goals/ objectives with this event?
2. Did you meet your budgetary goals?
3. Did you have enough volunteers for the event?
4. What could you have done differently to make the event better/ more productive?
5. Did you have enough advertising/ PR for the event? How could you make that better?
6. Did you execute the program in a professional manner?
7. Did you face any conflict with this program? What was it? How as it resolved? What could you have done differently?
8. Would you execute a similar program in the future? What changes would you make?
9. In what ways can you grow the event/ program?
10. Did the City of Geneva meet your expectations? Would you utilize the resources for a future event?
11. Was the City of Geneva facility the right location for your event? If not, is there another facility that better matches your needs?
12. Are you planning to make this an annual event? If so, time to start the application!