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| **Event name** |  |
| **Proposed date**  When do you want to hold the event? |  |
| **Time**  When will the event start and finish? |  |
| **Location**  Where will the event be held? |  |
| **Purpose**  Why is this event being held? |  |
| **Objectives**  What do you want to achieve by holding this event?  What is your desired outcome? |  |
| **Theme**  What Theme will the event have? |  |
| **Event format**  What format best suits your purpose and objectives? i.e cocktail ball, sit down dinner, pub crawl, quiz night.  What activities if, any, will be conducted at the event? i.e, live music, award presentations, face glitter |  |
| **Target audience**  Who do you want to attend your event? |  |
| **Number of guests**  How many people do you want to attend your event? this might be determined by the venue capacity |  |
| **Budget**  How much budget do you have for the event? |  |
| **Key messages**  Are there any key messages you want to share?  Consider also the information you need to share to ensure the event runs smoothly i.e dress code, important dates, etc |  |
| **Promotion**  How will you promote your event?  If the event is open to the public, consider how you will promote the event to the public  If the event is invite only include how you will invite your guests |  |