**Event Planning**

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| Event concept and committee formation | |
| **Name of event** |  |
| **Date of event** |  |
| **Time of event** |  |
| **Location of event** |  |
| **Event coordinator/contact person** |  |
| **Target audience – who**   * *Which group(s) is theevent targeted attendee?* * *What does the audience need/want to know?* * *What will hold their interest?* |  |
| **Message – what**   * *What do you want to say to the target audience?* * *What do you want them to know/do?* |  |
| **Objectives – why**  *Be clear about what you hope to achieve with this event – actionable & measurable* |  |
| **Description of event – what** |  |
| **Risk assessment – what**  *Identify possible risks and develop strategies to minimise risks* |  |
| **Evaluation criteria established**   * *What were our aims/objectives?* * *Did we achieve what we set out to do?* * *Did it come in on budget?* * *What were the intended/unintended outcomes?* * *How do we measure effectiveness?* * *What tools do we use to measure our success?* |  |
| **Checklist**   Who will be involved in organizing the event   Date/s of event determined   Location/venue for event booked   Target audience determined   Message determined   Objectives set   Risk assessment completed   Evaluation criteria established |  |

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| Early event planning [12 – 6 months prior] | Person responsible | Action | Date to be  completed |
| **Develop proposed program**   Topics   Format   Potential leaders / speakers |  |  |  |
| **Budget**   Funding sources identified   Sponsorship   Estimate registration level   IEEE/Non-IEEEBreak-even point established   Establish registration fees – IEEE/Non-IEEE   Create budget projections  *MCE Conference Business Operations can provide guidance,information, services and support for these steps* |  |  |  |
| **Overall event approvals –**  **IEEE Unit approval**   Sponsors   Budget   Patrons/Exhibitors  **IEEE review / approval**   Contracts   Budget |  |  |  |
| **Venue Selection**   Create event specification and facility needs   Venue identification / negotiation   Contract development / review / approval   IEEE review and approvals  *MCE Event Management Services can provide guidance, services and support for these steps* |  |  |  |
| **Registration Management**   Determine tool or method   Payment acceptance  *MCE Event Management Services can provide guidance, services and support for these steps* |  |  |  |
| **Exhibitor and Patron Plans**   Define goals   Develop benefit packages and price   Target list   Marketing program   Space and equipment needs specified with venue  *MCE Event Management Services can provide guidance, services and support for these steps* |  |  |  |
| **Program Planning[9 months – 2 months prior]** |  |  |  |
| **Speakers**   Identify several speaker candidates   Invitations   Confirm dates |  |  |  |