**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?*
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| **Message – what*** *What do you want to say to the target audience?*
* *What do you want them to know/do?*
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| **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?*
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| **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 |  |  |  |