# Event Plan Template

| **Event Name** | **Location** |
| --- | --- |
| **Primary Objective** | **Date & Time** |

| 3-4 weeks prior | **Event Staff Roles** |
| --- | --- |
| **Event Lead**  |  |
| **Turnout Lead** |  |
| **Set-Up & Tear-Down Lead** |  |
| **Materials & Logistics Lead** |  |

| 3-4 weeks prior | **Turnout**  |
| --- | --- |
| **Target Audience** |  |
| **Attendance Goal** |  |
| **Publicity/Promotion Plan** |  |
| **RSVP Goal** | (2x RSVP goal) |
| **Turnout Check-In Date & Goal**  | (1-2 weeks prior = 50-75% to goal) |
| **Reminder Plan** | (Calls/emails done 3-4 days prior) |

| 3-4 weeks prior | **Partnerships** |
| --- | --- |
| **Existing Partners Engaged**  |  |
| **Potential New Partner to Engage** |  |
| **Ask for Potential New Partner** |  |
| **Deadline to Make the Ask** |  |

| ~2 weeks prior | **Logistics**  |
| --- | --- |
| **Conduct a walk-through** |  |
| **Equipment (AV, furniture, etc.)** |  |
| **Signage (welcome, directions, etc.)**  |  |
| **Parking Plan** |  |
| **Miscellaneous** |  |

| Day of event | **Day-Of** |
| --- | --- |
| **Registration/Welcome Plan** |  |
| **Set-Up Time & Team** |  |
| **Tear-Down Time & Team** |  |

| W /in 1 week | **Post-Event** |
| --- | --- |
| **Event Debrief Date & Location** |  |
| **Consumer Data Management Plan** |  |
| **Consumer Follow-Up Plan** |  |