**Event Proposal Format Template**

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| **Name of event – what**  (building opening, sports day, art show, launch of new program) |  |
| **Date of event** |  |
| **Time of event** |  |
| **Location of event** |  |
| Event coordinator/contact person |  |
| **Target audience – who**  *Who is this promotion targeted at?*  *What does the audience need 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. |  |
| **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 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   DECS Strategic Communications informed/involved |  |

**Early event planning template**

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| Early event planning | Person responsible | Action | Date to be  completed |
| **Budget**   Source identified   Sponsorship   Break even point established   Have you accounted for the GST? |  |  |  |
| **Protocol**   Request to invite Minister or CE in writing and timely (six to eight weeks prior to event)   Protocol issues (relating to Commonwealth/State funding)   Anything that needs to be approved by DECS Strategic Communications   Anything that needs to be approved by the Manager   Minister’s office notified   DECS Strategic Communications notified   Education News notified |  |  |  |
| **Invitations**   Mailing list generated/updated   Invitation composed   Invitation checked   Printer   Calligrapher   RSVPs (responsible person briefed)   Invitation list compiled   Names on list and titles/addresses checked for accuracy   Special guests/speakers alerted to make time in diaries   Invitations sent |  |  |  |
| **Catering**   Cost per head or upfront   Upmarket or casual   Beverages – orange juice, mineral water, tea and coffee (instant or percolated)   Food – fruit platters, bagels, danish, bagettes, sandwiches, biscuits and cakes   Hot or cold   Self service or waiting staff   Internal or external catering   Power required   Equipment required   Tables, tablecloths, cups and saucers   Plates, napkins, knives and forks (disposable/non-disposable)   Can the theme of the event be followed through in catering?   Special dietary requirements of guests   Menu |  |  |  |

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| Early event planning | Person responsible | Action | Date to be completed |
| **Advertising**   Press, radio TV, school newsletter   Education News   Media release – DECS Strategic Communications |  |  |  |
| **Talent**   Book and brief   Rehearsals |  |  |  |
| **Signage**   Organise plaque if necessary   Check plaque wording with DECS Strategic Communications   Departmental signage booked with DECS Strategic Communications   Other signage produced |  |  |  |
| **Program/running sheet/speeches**   Program finalised   Running sheet written   Program/running sheet sent to speakers   Speakers fully briefed   Speeches written   Let caterers know program - when to serve drinks/food |  |  |  |
| **Value added for guests**   Copy of publication, CD-ROM   Gifts   Programs   Catalogues   Special offers/discounts   Competitions   Prizes |  |  |  |
| **Security**   Security alerted   Occupational health, welfare and safety concerns addressed   Provision of first aid |  |  |  |
| **Audio/visual requirements**   PA system   CD or tape player   Lapel or handheld microphone   Lighting   Extra electrical requirements   Lectern |  |  |  |
| **Staffing**   Extra required   Staff to meet and greet guests |  |  |  |
| **Ambience**   Floral arrangements, pedestal – can the theme of the event be followed in flowers?   Background music |  |  |  |

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| Early event planning | Person responsible | Action | Date to be completed |
| **Guest comfort**   Wheelchair access   Toilet facilities |  |  |  |
| **Hospitality**   Welcome signage at entrance   Ushers briefed   Cloak room   Red carpet |  |  |  |
| **Housekeeping**   Cleaning before and after   On standby during the event |  |  |  |
| **On the day**   Time for set up by whom   Time for dismantle by whom   Dais, stage   Tables, chairs layout   Chair covers   Floor plan   VIP seating   Book courier/transport   Name tags   Clear location directions   Registration desk |  |  |  |
| **After the event**   Person responsible   Debrief   Comments on all aspects (negative and positive)   Guest feedback   Guidelines for improvement next time   Evaluation against criteria   Celebration   Thankyou’ |  |  |  |