



Event Plan Outline

Information

Who: What department is hosting the event and who is your target audience?

Where: Where will the event be held?

When: When is the event being held? (date/time)

Why: Why are you holding this event?

How: How do others get involved or attend? (ticket purchase?)

Sponsors/Vendors: Sponsor logos and/or vendor names

Tickets: How many, cost of event, any other important details to include on ticket

Planning backwards

9-10 weeks prior to event

- Lock down date/time/location and email communications to add to the master calendar
- Event goals attendance/information
- Get appropriate approvals
- Set meeting with communications department
- Lock down event budget
- Event sponsors approached with a sales sheet explaining why they should sponsor and what they receive as a sponsor

7-8 weeks prior to event

- Sent project request form for printing/design needs (banners/signage)
- Book catering
- Apply for an event permit if needed with the city
- Gather volunteers and have assigned tasks for each volunteer
- Follow up with event sponsors; present to more if needed
- Submit press release to communications department for release to local media
- Send event information to communications for the next newsletter

5-6 weeks prior to event

- Event poster/flyer complete and posted around town
- Social media event created
- Flyer sent to Elko Area Chamber Weekly Happenings (weeklyhappenings@elkonevada.com)
- If you have a marketing budget, place local media buy or social media ads

4-5 weeks prior to event

- Follow up with caterer. Menu, budget, timeline, delivery, plates, glasses, napkins, and silverware. (who is providing what)
- Follow up with volunteers and communicate expectations. Example: we would like to have you cover the check-in table from 4:00 to 6:00pm. Located at 1500 College Parkway in Berg Hall.
- Review sponsor commitments and ensure all is covered

2-3 weeks prior to event

- Reshare social media posts
- Hold a committee meeting to confirm final details
- Send event information to communications for weekly post emails

1 week prior to event

- Send out reminder message to sponsors
- Post on social media event with a reminder
- Send one more confirmation to caterer and volunteers with timeline

Week after event

- Send thank you cards to sponsors and volunteers
- Do a recap committee meeting to review the pros and cons
- Share event success with communications for either the weekly post or newsletter (share photos and content)
- If the event is annual, book next year