EVENT PLAN TEMPLATE

Event Name:	Drought Fundraiser
Event Date:	6/23/2021
Venue:	Drovers Football Club
Guests:	30
Days until event	133

Department of Primary Industries (NSW GOVERNMENT)

Young Farmer Business Program

STATUS UPDATE KEY

URGENT	
WORKING ON	
NOT YET STARTED	
COMPLETED	

EVENT PLANNING TIMELINE

Weeks out	Expected Completion	Task	Details	Responsible	Status	Date Completed
Initial Event Planning						
-8	28-Apr-21	Committee	Form a committee	All		25/04/2021
-8	18-Aug-21	Objectives	Affirm event objectives	All		25/04/2021
-8	18-Aug-21	Date	Establish an event date	All		25/04/2021
-8	18-Aug-21	Venue	Research and choose a venue	Sam		25/04/2021
-8	18-Aug-21	Budget	Create a budget using the Young Farmer Group Toolkit budget template	Tim		
-7	11-Aug-21	Name	Create a name for your event	All		
-6	04-Aug-21	Runsheet	Create draft runsheet of day	All		
Sponsorship and Donations						
-6	04-Aug-21	Hit List	Create a hit list - Hot, Warm and Cold potential sponsors	Tim		
-6	04-Aug-21	Proposal	Create a sponsorship proposal (if relevant)	Tim		
-6	04-Aug-21	Letters	Create & distribute sponsorship/donor letters	Tim		
-5	28-Jul-21	Agreements	Meet with and confirm sponsorship agreements	Tim and Anna		
-5	28-Jul-21	Sponsorship s'sheet	Create a spreadsheet to manage confirmed sponsors and promised benefits	Tim		
Speakers						
-8	18-Aug-21	Long list	Brainstorm speakers	All		25/04/2021
-7	11-Aug-21	Short list	Contact and confirm speakers	Sam		
-6	04-Aug-21	Brief	Confirm topic, theme, timing, audience, room type/size	Sam		
-4	21-Jul-21	Master of Ceremonies	Engage and brief MC	All/Sam		
-4	21-Jul-21	Other needs	Organise travel, accommdation, presnetaiotn requirements (i.e. lapel microphone)	Sam		
-2	07-Jul-21	Gifts	Organise speaker gifts (local goodies are great!)	Sam		
-1	30-Jun-21	Reminder and runsheet	Send reminder of timing and runsheet, and ask for a copy of presentation	Sam		
Contractors						
-6	04-Aug-21	Photographer	Contact and confirm photographer	Petrina		25/04/2021
-6	04-Aug-21	Hire Company	Obtain quote and manage hire company	Petrina		25/04/2021

EXAMPLE ONLY

-6	04-Aug-21	*Venue*	*Contact venue and confirm runsheet*	Petrina	🟩	25/07/2021
-6	04-Aug-21	*Buses*	*Contact bus companyand confirm runsheet*	Petrina	🟧	
-6	04-Aug-21	*Caterer*	*Contact caterer and confirm runsheet*	Petrina	🟧	
Guest list, invitations and registration						
-6	04-Aug-21	*Attendees*	*Make a guest list*	Tim	🟩	25/07/2021
-6	04-Aug-21	*Registration*	*Setup registration platform*	Sam	🟩	25/07/2021
-5	28-Jul-21	*Invitations*	*Send out invitations*	Sam	🟥	
-5	28-Jul-21	*Faceboook Eevnt*	*Create a Facebook Event on your Group page*	Sam	🟥	
-5	28-Jul-21	*Flyer*	*Create an event flyer, print and distribute them to local businesses*	Sam	🟥	
Health and Safety						
-4	21-Jul-21	*Regulation*	*Research any local laws that you need to adhere to for your event:*	Bruce	🟧	
-4	21-Jul-21	*Permits*	*Contact local council for relevant permits*	Sandy	🟧	
-4	21-Jul-21	*Safety*	*Develop a safety plan, including parking and meeting spots.*	Sandy	🟧	
-4	21-Jul-21	*Covid-19*	*Create Covid-19 safe plan*	Petrina	🟧	
Advertising and Marketing						
-2	07-Jul-21	*Press Release*	*Create and distribute press release*	Charlotte	🟨	
-2	07-Jul-21	*Radio*	*Organise local radio advertising and interview*	Charlotte	🟨	
-2	07-Jul-21	*Paper*	*Organise local paper advertising and interview*	Charlotte	🟨	
-2	07-Jul-21	*Facebook*	*Geographic Facebook event advertising*	Charlotte	🟨	
-2	07-Jul-21	*Share*	*Ask other Facebook groups and people to share the event*	Charlotte	🟨	
-1	30-Jun-21	*Hashtag*	*Create hashtag*	Charlotte	🟨	
-3	14-Jul-21	*Email*	*Create email campaign*	Charlotte	🟨	
-3	14-Jul-21	*Social*	*Create social media marketing campaign*	Charlotte	🟨	
-3	14-Jul-21	*Calendars*	*Post event on event calendars such as Farm Table*	Charlotte	🟨	
Event signage and swag						
-4	21-Jul-21	*Signage*	*Organise event signage*	Anna	🟨	
-4	21-Jul-21	*Swag*	*Decide on event swag such as bags, pens, pamphlets etc.*	Anna	🟨	
-3	14-Jul-21	*Décor*	*Decide on décor*	Anna	🟨	
-1	30-Jun-21	*Name tags*	*Name tags*	Anna	🟨	
Final event set up						
-2	07-Jul-21	*Contingency Plan*	*Write a contingency plan and distribute to all committee members*	Bruce	🟨	
-1	30-Jun-21	*RSVP*	*Collate RSVPs and send reminder to all attendees*	Sam	🟨	
0	23-Jun-21	*Runsheet*	*Share runsheet with venue, speakers and contractors*	Bruce	🟨	
0	23-Jun-21	*Test*	*Test lighting, AV, and soundcheck*	Petrina	🟨	
0	23-Jun-21	*Set up*	*Room set up*	All	🟨	
0	23-Jun-21	*Registration*	*Prepare registration desk*	Anna	🟨	
Event Day						
0	23-Jun-21	*Runsheet print*	*Have copies of the runsheet on hand (in case they did not print it!)*	Tim	🟨	
0	23-Jun-21	*Welcome*	*Ensure smooth entry and registration inc. someone to welcome*	Anna	🟨	
0	23-Jun-21	*Promotion*	*Promote your event through live social media*	Charlotte	🟨	
0	23-Jun-21	*Photography*	*Assign someone to take photos throughout the event (if no photographer)*	Charlotte	🟨	

0	23-Jun-21	*Trouble Shooting*	Be prepared for trouble shooting - have a copy of the contingency plan on you		Tim		
0	23-Jun-21	*Promises*	Ensure sponsorship promises are met		Tim		
0	23-Jun-21	*Notes*	Keep notes of what worked and what did not		Tim		
Post event							
1	16-Jun-21	*Survey*	Create and distribute online event survey to attendees		Charlotte		
1	16-Jun-21	*Thank you*	Individual thank you to everyone involved		Anna		
1	16-Jun-21	*Media release*	Post event media release		Charlotte		
1	16-Jun-21	*Highlights*	Share highlights and media		Charlotte		
1	16-Jun-21	*Invoices*	Ensure all invoices are sent, received and paid.		Tim		
2	09-Jun-21	*Reconciliation*	Reconcile budget and key analytics		Tim		
2	09-Jun-21	*Meeting*	Committee de-brief meeting		All		
2	09-Jun-21	*Acquittal*	Grant acquittal reporting if required		Tim		
2	09-Jun-21	*Next event*	Start planning the next event!		All		