

TEMPLATE 1: EVENT PLANNING CHECKLIST

Always allow sufficient time to organise an event; the amount of time will depend on the size of the event.

Event Committee Planning and Management Tasks	Person Responsible	Approx. Hours to complete	Date Finalised
Planning- Initial Considerations			
Assess the idea or opportunity			
Ensure a clearly identified opportunity exists for the event			
Develop a Plan for the event with defined objectives to be achieved			
Ensure all members of the organisation are aware of, and fully understand the objectives			
Set the event date			
Determine all specialist expertise			
Register event with Coolamon Shire Council (essential)			
Event Committee			
Form the event committee (6 people min)			
Appoint/ elect the Chair			
Select committee members based on expertise and ability to contribute to the event management process			
Establish areas of responsibility			
Establish clear line of communication- formal reporting requirements			
Set meeting dates for lead up to the event			
Areas of Committee Responsibility			
Funding and Finance			
Identify appropriate funding sources (business, sponsorship, raffles, admission costs, government grants, etc)			
Prepare grant funding application, if required			
Establish budget guidelines			
Prepare detailed budget			
Break-even analysis			
Monitor budget throughout planning, executing and evaluation stages			

Event Committee Planning and Management Tasks	Person Responsible	Approx. Hours to complete	Date Finalised
Sponsorship			
Develop a sponsorship plan and identify sponsorship needed			
Time needed to secure sponsors (from approach to confirmation)			
Determine benefits for sponsors (tangible and intangible)			
Identify potential sponsors			
Prepare sponsorship proposals			
Keep sponsors informed/involved			
Acknowledge sponsors at every opportunity			
Post-event evaluation and report back to sponsors			
Event Programming			
Develop the program			
Investigate ways to make the event unique and special			
Establish all components for the event (time to perform etc)			
Design programme to maintain interest by all attendants			
Obtain necessary equipment, audio visual, etc			
Arrange necessary permits			
Establish risk management plan and safety requirements			
Arrange public liability insurance			
Accommodate sponsors, celebrities, guests etc as required			
Ensure the overall program schedule allows the event to finish on time			
Licences, Permits and Approvals			
Apply for necessary licences, permits (raffles etc) and approvals as early as possible (Local government, police, agencies)			
Include local Council in planning process to ensure support and ease of administration			

Event Committee Planning and Management Tasks	Person Responsible	Approx. Hours to complete	Date Finalised
Transport and Support Services			
Liaison with Council, police and other regulatory authorities and medical services/ facilities			
Road Closures and Traffic			
Parking considerations			
Traffic Management Plan: may require NSW Roads approval, along with Police and Council			
Power, water, toilet facilities			
Food and Beverage			
Approvals, licences –alcohol consumption (Liquor Licensing)			
Food and Beverage – approvals and permits			
Health permits			
Decide the type of catering needed for the event			
Select a catering supplier(s)			
Confirm catering option			
Venue/ Site			
Site inspection in advance			
Site booking and confirmation			
Check cleanliness and condition of building, catering area, toilet facilities			
Check electricity, power outlets, lighting, water supply			
Check disability access to all areas (entry/exit, toilets etc)			
Develop a Waste Management Plan (bins provided- removal of rubbish, recycling etc)			
Decoration requirements (design, space available)			
Arrange staging, tables, seat etc			
Risk Management			
Acknowledgment of risks that may occur			
Preparation for accidents			
Minimise any Environmental impact and Noise pollution			

Event Committee Planning and Management Tasks	Person Responsible	Approx. Hours to complete	Date Finalised
Allocate responsibilities			
Conduct regular reviews of potential risks areas within the venue			
Take precautions to minimise hazards			
Develop an emergency plan to deal with any crisis situations			
Develop an effective Risk Management Plan - if needed seek professional help			
Check Public Liability insurance			
Consider any additional insurance requirements that may be needed			
Development of Contingency Plans			
Everything must comply with Workplace Health and Safety requirements			
Security			
Arrange for security to be positioned at key points (entry/ exit etc)			
Barriers and safety fencing			
Determine potential crowd problems (for example; distribution and consumption of alcohol only in designated areas)			
Notify Emergency Services: Police; Ambulance SES/ First Aid / St John Ambulance			
Clear signage			
Contingency plans to deal with any problems that arise			
PA/ AV system			
Arrange for all required equipment to be on hand and working efficiently			
Have back - up equipment available			
Check all equipment (back- up included) thoroughly			
Ensure all electrical cables and leads are positioned to avoid accidents or disconnection			
Make sure back ground music is at an appropriate level			

Event Committee Planning and Management Tasks	Person Responsible	Approx. Hours to complete	Date Finalised
Marketing the Event			
Identify target markets			
Decide promotional methods (media)- radio, television, newspaper			
Develop advertising concept (attention grabbing, Who, What, Where, When, Why etc)			
Method of distribution (letter drop etc)			
Arrange free publicity (media releases etc)			
Post Event Tasks			
Cleanup			
Dismantling of decorations etc			
Conduct evaluation of the event			
Arrange financial statements			
Prepare sponsors report			
Review effectiveness, efficiency etc of the event			
Provide recommendations etc			
Post Event Evaluation			
Debriefing meeting/ Planning Assessment (outcomes, review all aspects – management, marketing, examine problems etc)			
Event Assessment (look at attendance and financial performance)			