

THE[®]
DIANA
AWARD



PLANNING A SUCCESSFUL EVENT

DEVELOPMENT PROGRAMME

01. Develop event goals and objectives

Define the purpose and format of your event; what are your aims? Why are you organising the event and what do you hope to achieve? Perhaps you're trying to raise awareness of a cause, or raise some money for your next project.

02. Set a date

Make sure you give yourself enough time! Be aware of holiday dates that may affect attendance and check the dates with key participants, such as the venue, speakers or performers who need to be available. Book your venue immediately! Your event must have a date and location nailed down before you can think about advertising.

03. Organise a team

Any event involves an effective team. Allocate roles and responsibilities early so they are clear about their duties. This will also create accountability. You aren't in this alone!

04. Create a brand

Make your event stand out. What are your themes, your event name, your hashtag, or even your logo? This will be invaluable on social media and when marketing the event, so make it eye catching.

05. Create a check list and timeline

A timeline will ensure everything runs smoothly. The check list will vary depending on the nature of the event, but could include:

- Venue and catering
- Speakers/presenters/performers
- Publicity/promotion
- Registration/guest list

06. Establish a budget

Be realistic and take into account unforeseeable situations. Be prepared! Ensure that you know what your budget is from the start, so you can determine how flexible you can be with it.

07. Monitor the administration

Organisation is key as you will be multitasking through the planning stages. Check in regularly with guestlist numbers, your team and anyone else involved in the planning of the event. You can also use Google templates or programmes such as Asana, Trello or Teamweek for planning. Even simple Excel won't let you down.

08. Identify sponsors

Are there any organisations you could partner with or call on for support? They could help spread the word, or offer some pro bono contributions. If you don't ask, you don't get and you have nothing to lose! For example, partnering with a community organisation may offer a free venue space or volunteers. Corporate sponsors may be able to provide gift bags, or raffle prizes.

09. Create a publicity plan

Even the most amazing entertainment line up requires publicity to get people in the door. Get creative! Promotion of your event could include:

- A save the date email or event invite
- A flyer/poster visible in a community space
- A notice on your website if you have one
- A post on social media

10. Don't forget to evaluate

How will you know that your event has been a success? Do you measure success by how many people attended or are you looking at if you met your fundraising target or not? Make sure you are thinking about this at the beginning when you are setting goals and objectives.

IMAGINE
EVERY
THING

We're proud to be the only charity set up in memory of Diana, Princess of Wales, and her belief that young people have the power to change the world. It's a big mission but there are two things within it that we focus our charity's efforts on – young people and change.

Throughout all our programmes and initiatives, 'change' for and by young people is central. We celebrate this by recognising young change makers with a Diana Award, the most prestigious accolade a young person can receive for their social action or humanitarian work.

We hope you found this resource useful and wish you all the best in your social action journey. If you would like to help us create more resources and recognise even more young people with a Diana Award, you can make a donation by visiting <https://diana-award.org.uk/donate/>



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