

Event Planning in Ten Steps

Planning an event can be a challenge, even if you have planned one before. This guide provides some useful tips on how to organise an event successfully and make the planning stage as 'stress-free' as possible!



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/an ongoing project.

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!

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 BRAND

Make sure your event stands 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.

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, and your fellow organisation team members.

Book your venue immediately. Your event must have a date and location nailed down before you can think about advertising. You can then work out timelines and begin setting your 'to-do list deadlines' and deadlines from this point!

04 CREATE A CHECK LIST & TIMELINE

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

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

Time Management Plays a key role in this factor. Techniques such as time management Matrix's help with this (an example has been included down below):

shorturl.at/dkuxS

06

ESTABLISH A BUDGET

- Be **realistic and flexible** to consider unforeseeable situations.
- Be prepared! Before you spend your money, observe the cost of the item in comparison to other things you may need to purchase for your event.
- Make a priority list for the items you will need to purchase your event.

TOP TIP: The items higher up the list will need to be purchased first!

08

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- often creating your own social media event page is a great way of gaining interest, and it allows people to follow for updates.

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.

09

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.

10

DON'T FORGET TO EVALUATE

Should success be measured in a qualitative or a quantitative format?

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?

- A mix of qualitative and quantitative assessment provides a holistic form of evaluation.
- Make sure you are thinking about this at the beginning when you are setting goals and objectives.
- Feedback forms are a good way of measuring success from both event attendees and organisers.

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/>



[/thedianaaward](https://www.facebook.com/thedianaaward)



[@DianaAward](https://twitter.com/DianaAward)



[@DianaAward](https://www.instagram.com/DianaAward)

The Diana Award is a registered charity (1117288 / SC041916) and a company limited by guarantee, registered in England and Wales number 5739137. The Diana Award's Office, 1 Mark Square, London EC2A 4EG.
All images and text within this resource © The Diana Award and cannot be reproduced without permission.