**Event Proposal Format Template**

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| **Name of event – what**(building opening, sports day, art show, launch of new program) |  |
| **Date of event** |  |
| **Time of event** |  |
| **Location of event** |  |
| Event coordinator/contact person |  |
| **Target audience – who***Who is this promotion targeted at?**What does the audience need to know?**What will hold their interest?* |  |
| **Message – what***What do you want to say to the target audience?**What do you want them to know/do?* |  |
| **Objectives – why**Be clear about what you hope to achieve with this event. |  |
| **Description of event – what** |  |
| **Risk assessment – what**Identify possible risks and develop strategies to minimise risks. |  |
| **Evaluation criteria established***What were our aims/objectives?**Did we achieve what we set out to do?**Did it come in on budget?**What were the intended/unintended outcomes?**How do we measure effectiveness?**What tools do we use to measure our success?* |  |
| **Checklist** Who will be involved in the event Date/s of event determined Location/venue for event booked Target audience determined Message determined Objectives set Risk assessment completed Evaluation criteria established DECS Strategic Communications informed/involved |  |

**Early event planning template**

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| Early event planning  | Person responsible | Action | Date to be completed |
| **Budget** Source identified Sponsorship Break even point established Have you accounted for the GST? |  |  |  |
| **Protocol** Request to invite Minister or CE in writing and timely (six to eight weeks prior to event) Protocol issues (relating to Commonwealth/State funding) Anything that needs to be approved by DECS Strategic Communications Anything that needs to be approved by the Manager Minister’s office notified DECS Strategic Communications notified Education News notified |  |  |  |
| **Invitations** Mailing list generated/updated Invitation composed Invitation checked Printer Calligrapher RSVPs (responsible person briefed) Invitation list compiled Names on list and titles/addresses checked for accuracy Special guests/speakers alerted to make time in diaries  Invitations sent |  |  |  |
| **Catering** Cost per head or upfront Upmarket or casual Beverages – orange juice, mineral water, tea and coffee (instant or percolated) Food – fruit platters, bagels, danish, bagettes, sandwiches, biscuits and cakes Hot or cold Self service or waiting staff Internal or external catering Power required Equipment required Tables, tablecloths, cups and saucers Plates, napkins, knives and forks (disposable/non-disposable) Can the theme of the event be followed through in catering? Special dietary requirements of guests Menu |  |  |  |

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| Early event planning | Person responsible | Action | Date to be completed |
| **Advertising** Press, radio TV, school newsletter Education News Media release – DECS Strategic Communications |  |  |  |
| **Talent** Book and brief Rehearsals |  |  |  |
| **Signage** Organise plaque if necessary Check plaque wording with DECS Strategic Communications Departmental signage booked with DECS Strategic Communications Other signage produced |  |  |  |
| **Program/running sheet/speeches** Program finalised Running sheet written Program/running sheet sent to speakers Speakers fully briefed Speeches written Let caterers know program - when to serve drinks/food |  |  |  |
| **Value added for guests** Copy of publication, CD-ROM Gifts Programs Catalogues Special offers/discounts Competitions Prizes |  |  |  |
| **Security**  Security alerted Occupational health, welfare and safety concerns addressed Provision of first aid |  |  |  |
| **Audio/visual requirements** PA system CD or tape player Lapel or handheld microphone Lighting Extra electrical requirements Lectern |  |  |  |
| **Staffing** Extra required Staff to meet and greet guests |  |  |  |
| **Ambience** Floral arrangements, pedestal – can the theme of the event be followed in flowers? Background music |  |  |  |

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| Early event planning | Person responsible | Action | Date to be completed |
| **Guest comfort** Wheelchair access Toilet facilities |  |  |  |
| **Hospitality** Welcome signage at entrance Ushers briefed Cloak room Red carpet |  |  |  |
| **Housekeeping** Cleaning before and after On standby during the event |  |  |  |
| **On the day** Time for set up by whom Time for dismantle by whom Dais, stage  Tables, chairs layout Chair covers Floor plan VIP seating Book courier/transport Name tags Clear location directions Registration desk |  |  |  |
| **After the event** Person responsible Debrief Comments on all aspects (negative and positive) Guest feedback Guidelines for improvement next time Evaluation against criteria Celebration Thankyou’s |  |  |  |