# A Few Questions for Event Planners

## Your First Considerations
- Is there a need for this program?
- Who is your target audience?
- Does your group have the resources and skills necessary to do this event?
- Will this event or its publicity offend anyone?

## Budget and Financial Considerations
- Does your group have the money to support this event?
- What is your projected ticket/admission price and what attendance figures do you need to make your budget?
- Will you sell tickets? In advance or at the door? How are ticket prices set? Will there be price difference advanced vs at the door, student vs general public, group members vs patrons, adult vs children and senior citizens. How much of a difference?
- Who will sell the tickets and when? Do you have an audit system in place? What if someone wants a receipt or to charge it?
- How will you handle the accumulation of cash at the event? Can you secure it somewhere?
- In case of cancellation or rescheduling of event, what services will you be obligated to pay? Do you have a rain-site for outdoor events? How do your costs differ?

## Date and Time Considerations
- Is your entertainment or services available when the facility is?
- Does the date conflict with any holidays, celebrations, major events on campus, in the community, or in the world?
- What is the best time?
- Is there an alternative date and time due to unforeseen scheduling changes?
- How long will this event last? Should you promote beginning and ending times?
- Have you scheduled enough time for set up and tear down of the event?

## Facility Considerations
- Is there an adequate facility for this event? Are there several options from which to choose? What are the pluses and minuses of each?
- How is the facility reserved? How far in advance can it be reserved? Does your group need a tour?
- If it’s an outdoor event, do you need portable rest rooms? Fencing to secure areas?
- Is the electrical supply adequate? Where are the breakers? Is there a charge for electrical supply?
- How are the lights controlled? How is the temperature controlled?
- Is a dressing room needed?
- What are the acoustics of the facility like?
- Are there restrictions on what you can do for decorations?
- Are there policies on food and beverages?

## Entertainment Considerations
- Who has the authority to sign contracts? What contractual obligations MUST you provide and what can you negotiate out of the contract?
- How much set up and tear down time does the entertainment need? Who you have to provide assistance?
- When will the entertainment arrive? Do they need time alone in the facility to do a sound check?
- Who will serve as a host to the performer?
- What is the backup plan in case the entertainment cancels?
### A Few Questions for Event Planners

#### Equipment Considerations
- What equipment can you supply and what do you need to rent?
- How is equipment reserved and how far in advance does it need to be reserved?
- Can your group operate the equipment? Do they have the skills or do you need to hire someone to operate it?
- Who picks up and returns the equipment?
- Do you have emergency fuses, bulbs, etc?
- How much set up time will the equipment require?
- Is there a fire extinguisher available to you in the case of an emergency?
- What materials are needed at the event? Ex. Sign in sheets, quest book, stop watches, name tags, agendas, programs, etc.
- What happens if you run out of needed supplies?

#### Security or Crowd Control Considerations
- How many people are needed to run the event? Do they need any training for their assigned tasks?
- Do you need to provide security outside the facility as well as indoors?
- What is the capacity of your facility?
- What do you do if someone is hurt or sick? What if someone has had too much to drink? Who is responsible for handling the person?
- Who has the authority to make the call to evacuate the facility in an emergency?
- How will you monitor who has paid and who hasn’t, if you let people enter and leave?
- What ID’s are valid for entry to the event?

#### Publicity Considerations
- Who needs to know about your event? What is the best way to reach them?
- How much can you afford to spend on paid publicity? What free methods can you take advantage of?
- Are there any restrictions on how you publicize your event?
- How will publicity be distributed? Who will do it and who takes it down?
- Is your publicity accurately representing the event? Does it contain all the necessary information a patron will need to know to come to it?
- Are there deadlines that people need to know?
- Do you have enough time to get the word out? When should your advertising begin?

#### Food and Concession Considerations
- Will food and beverages enhance the event? Can you provide it or does the facility restrict what you bring in?
- Does your entertainment have special food needs?
- What health or safety regulation must be considered?
- What happens if you run out of food or beverages?
- Who will set the prices for food you sell?
- Who will handle the money if you sell food?

#### Cleanup and Follow-Up Considerations
- Is your group responsible for clean-up or does someone else doing it?
- How many people will it take if you do it?
- Is there a fee for improper cleanup?
- Who is responsible for getting all equipment and supplies returned to its proper place?
- Who will write “thank you” letters?

#### Evaluation Considerations
- Whose feedback do you want? How will you get it?
- How will it be documented or passed on to next year’s planners?
- What went well that needs to be continued? What mistakes did you make that shouldn’t repeated?
- Was the event as success and would you do it again?
- Also, all previously mention areas need to be evaluated