



A Planning Guide For Event Planners



Do you have an event to plan? Are you looking for something that can help you cover your bases? When you're putting together an event, there is so much to consider. Sometimes it can be overwhelming.

But a plan in hand can help you on your journey to developing a life-changing event without having a meltdown moment in the process.

This planning guide (complete with a budget worksheet) is designed to help you connect the dots on your way to a successful event.

First Things First...

PRAY: There is nothing greater you can do than pray. Pray before you ever begin planning. Pray when you're headlong in the trenches of your plans. And pray when the last person leaves the long awaited event. Prayer is where you gain wisdom, direction, protection and patience. Prayer is where you'll see God do what only God can do. So pray, pray, pray!

17 things you should consider...

1. Your Team: *Who can you depend on to help take responsibility for the details? Who can you involve that needs to feel part of something - is there someone you can include in the process who will be encouraged by the fact that you asked them? Who will pray with you and see to it that deadlines are met and loose ends are taken care of? Begin making a list of your planning and serve teams.*

- 2. Your Budget:** *How much will you have to spend to put your event together. How much will you need to charge to cover or help defer the expenses of the event? After you determine much of the other considerations, you will be able to better determine the price you will need to charge each attendee.*
- 3. Your Attendees:** *Who will be coming? What are their ages? What are their interests and needs? How many are expected to attend?*
- 4. Your Date:** *It's important to consider seasons and regional schedules when planning a retreat. Depending on where you are planning your event, you will need to know if it will be cold, hot, rainy or snowy. You will need to consider school schedules, holidays, local events and busy tourist seasons. You may want to buy a calendar/planner dedicated to your event.*
- 5. Your Location and Set Up:** *Logistics are important. Your room will be determined based on the number of attendees you are expecting. How will you need the room to be set up? Do you need extra rooms for break out sessions, prayer rooms or meeting facilities? Does the facility have any surrounding malls, beaches, mountains or other activities to go to after the event is over?*
- 6. Your Food and Refreshments:** *Will you need to provide a meal? Will the facility include refreshments for the conference room in the bill? Will the food be catered or prepared by volunteers? If it is overnight, will the facility provide breakfast? If so, what will the cost be?*
- 7. Your Theme:** *Prayerfully determine your theme based on who is coming, what their needs are and what your goals are as an event planner.*
- 8. Your Goal:** *After much prayer, you will need to determine what your goal is for the event. What are you hoping to accomplish in the lives of those who will be attending? An event without a goal is honestly a waste of time and money. It's important to consider what the Lord is doing in your midst and what you believe He wants to do in the lives of those who will attend.*

- 9. Your Speaker:** *Who will you ask to be the guest speaker? Do they have a speaking topic that fits your theme? Can they develop one based on your theme? Remember to contact the speaker well in advance of the event. Speakers book speaking engagements a year to two years out, so you'll want to be sure they can reserve that date for your event.*
- 10. Your Music:** *Who will sing or lead the worship? Do you have specific songs you want played during the event? Can those you are considering sing those songs? You will want to contact them in advance too. Their booking schedule is much like the speaker's.*
- 11. Your Equipment:** *Will you need audio or video equipment? Does the speaker need a special kind of mic? Do the worship leaders need special equipment or mics? Who will run the equipment you will be bringing, using or renting at the facility?*
- 12. Your Activities:** *Will you have games, give aways and getaways? Who will be in charge of those types of things? Do you need to get door prize donations? Will you need any extra preparation for any of these things?*
- 13. Your Schedule:** *Each event is different. Conferences normally are chock full of perpetual activities, and that's okay. But retreats are another story. Retreats should give the attendees time to spend alone with God - time to talk to their friends about what God is doing in their lives - time to mull over the messages. Luncheons and banquets are confined to smaller increments of time, so you'll want to minimize your activities and maximize your impact.*
- 14. Your Promotion:** *Who will be in charge of promoting your event? Will your event be open to the public or do you need to limit the number of attendees because of cost and space? Promotion may come in the form of television, radio, website, Facebook invitations, Twitter posts, and flyers. Be sure to find a tech savvy helper to get the word out.*
- 15. Your Registration:** *Who will be in charge of registration? When will women be able to register? Who will be collect the money? Will you need*

to get the names of those registering? (Some speakers ask for names if they are available. As a speaker, I love to get the names of those who will be attending so that I can pray for them individually before I get there).

16. Your Big Event: *Have you prayed today? Have you prayed with your team? Do you have someone who will help you take care of the little things on the big day? Have you gone over your check list and are you sure everything is ready? Do you have your checks ready to pay for the accommodations, the speaker, the worship leaders, the media person and anything else you may need to pay for? Do you have an extra check or credit card just in case you need it? Have you prayed? :-)*

17. Your Follow-up: *What worked? What didn't? What do you need to work on for the next event? What slipped through the cracks? Would you ask the speaker back? Would you ask the worship leaders back? Could you have cut costs? How was the food and the facilities? Did you pick a good time of year or should you consider a different time? Should you extend the event time or reduce it? Be sure to develop a follow-up form to have the attendees fill out and also one that you can use to evaluate your event.*

On the following page you will find a budget worksheet

to help you prepare for your event:



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BASIC BUDGET WORKSHEET

BUDGET ALLOWANCE: \$ _____

EXPENSES:

Facility and Food \$ _____

Speaker \$ _____

Speaker Travel \$ _____

Worship Leader \$ _____

Worship Leader Travel \$ _____

Promotion \$ _____

Miscellaneous \$ _____

TOTAL EXPENSES: \$ _____

Divide total number of attendees by total expense \$ _____
(That determines your cost per person)

BOTTOM LINE:

Budgeted Allowance \$ _____

Minus Total Expenses - \$ _____

Plus Ticket \$ Collected \$ _____

TOTAL EVENT COST \$ _____

