



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.

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!

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20 Planning Considerations for a Successful Event

Event Check List (Detailed)

Event Budget Sheet

Event Check List (Concise)

20 Planning Considerations for a Successful Event

- 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 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? Will you offer a sponsorship for those who can't afford to come? If so, who will be responsible for collecting the names of those in need and how will sponsorships be divvied out?*
- 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.*
- 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 Considerations:** *Will those who attend have special needs to consider? Health issues or other challenges that you need to be aware of? What about serious allergies to various foods? Do you need to make labels for peanut, seafood or other foods you may be serving? Standing for long periods of time is difficult for those who are elderly, pregnant or have health issues. It's important to consider these things in planning your event.*

- 13. 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? Be sure to put the right person in charge of this or it can be a flop. Look for those who are good at games, giveaways, decorations and door prizes and allow them to do what they do best...plan them and carry them out.*
- 14. 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.*
- 15. Your Set Up:** *What will you need to set up, who will be responsible for it and who will be on the Set Up Team to help them? Who knows what needs to be set up, where it will go and how to have everything necessary in place so the event flows well? This are all very important to not only the success of your event, but to your sanity and to the smooth handling of all that takes place.*
- 16. 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.*
- 17. 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).*

- 18. 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? :-)*
- 19. Your Break Down Team:** *Who do you have in place who can coordinate the strategic and thorough break down of all that was set up for the event? Knowing to put things in specific containers, label things properly and can assure you that when your event is over, it will not only be cleaned properly, but that everything will be put up in such an orderly way that you will be able to find what you are looking for when you need it for future events.*
- 20. 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.*

EVENT CHECK LIST (DETAILED)

The list below is provided to help you achieve a successful event. Some of the items may not apply, many will. Filling in the blanks and checking it as you go will assure you that you have your bases covered and your event well planned.

_____ Your Main Event Team

Name	Responsibility	Contact Info
Lead Assistant _____		
Assistant _____		
Prayer Team Assistant _____		
Set Up _____		
Break Down _____		
Games _____		
Door Prizes _____		
Food _____		
Decorations _____		
Music _____		
Equipment _____		
Registration _____		
Marketing _____		
Finances _____		
Sponsorship Coordinator _____		
Printing _____		
Special Needs Coordinator _____		
Childcare Coordinator _____		

_____ **Prayer Team**

(Assistant handling this _____)

✓	Name	Contact Info
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____ **Theme**

(Assistant handling this _____)

✓	Items Needed	Who is Purchasing Them
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____ **Event Date**

(Assistant handling this _____)

Date: _____

Time: _____

Ends: _____

_____ **Event Location**

(Assistant handling this _____)

Where: _____

Address: _____

Website: _____

Phone Number: _____

_____ **Speaker(s)**

(Assistant handling this _____)

Name

Phone

Email/Mailing Address

_____ **Travel Plans**

SPECIAL NEEDS: _____

_____ **Message(s)**

(Assistant handling this _____)

Title

Visuals or Needs

Handouts (Y/N)

SPECIAL INFO REGARDING SPEAKER(S)/MESSAGE(S): _____

_____ **Singer(s)/Musician(s)**

(Assistant handling this _____)

Name

Phone

Email/Mailing Address

_____ **Travel Plans**

SPECIAL INFO REGARDING SINGER/SONGS/MUSICIANS: _____

_____ **Equipment**

(Assistant handling this _____)

What

Where to Find It

When to Use It

_____ **Equipment to Order**

What Was Ordered:

Ordered by:

Arrived When:

_____ **Decorations**

(Assistant handling this _____)

Who else can/will help:

Name	Contact Info	Responsibility
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

✓ What	Where to Find It	Who Is Doing It
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____ **Schedule for Event Planned**

(Assistant handling this _____)

Who We Need to Hear From	What Other Considerations Before Finalizing
_____	_____
_____	_____

_____ **Food**

(Assistant handling this _____)

Provided/Catered by: _____

Contact Info: _____

Additional Details: _____

If Providing through Church/Ministry:

Meal #1: _____

Time & Location Served: _____

Items Needed:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Meal #2: _____

Time & Location Served: _____

Items Needed:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Meal #3: _____

Time & Location Served: _____

Items Needed:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____ **Games/Activities**

(Assistant handling this _____)

Who else can/will help:

Name	Contact Info	Responsibility
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____ **Door Prizes**

(Assistant handling this _____)

What	From Who	Contact Info
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____ **Registration**

(Assistant handling this _____)

Date Registration Ends: _____

Number Registered: _____

Sponsorships Provided: _____

Number of Sponsored Attendees: _____

_____ **Marketing/Printing/Promoting**

(Assistant handling this _____)

Flyers ~ How Many Distributed and How Were They Distributed

Mailed: _____

Handed Out: _____

Placed in Community: _____

Emailed: _____

Facebook Event Created: _____

Twitter/Facebook/Google+ Promo: _____

Radio: _____

Television: _____

Other: _____

_____ **Budget (See Basic Budget Worksheet)**

(Assistant handling this _____)

What is Budget allowance: _____

What has been collected: _____

What are the expenditures: _____

How much over or under budget are we: _____

OTHER: _____

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 \$ _____

EVENT CHECK LIST (CONCISE)

____ **EVENT TEAM** _____

____ **PRAYER TEAM** _____

____ **THEME** _____

____ **EVENT DATE** _____

____ **EVENT LOCATION** _____

____ **SPEAKER(S)** _____

____ **MESSAGES(S)** _____

____ **TRAVEL PLANS** _____

____ **SPECIAL INFO/NEEDS FOR SPEAKER(S)** _____

____ **SINGER(S)** _____

____ **TRAVEL PLANS** _____

____ **SPECIAL INFO/NEEDS FOR SINGER(S)** _____

____ **EQUIPMENT** _____

____ **DECORATIONS** _____

____ **SCHEDULE FOR EVENT COMPLETED** _____

____ **FOOD** _____

____ **GAMES/ACTIVITIES** _____

____ **REGISTRATION** _____

____ **MARKETING/PRINTING/PROMOTING** _____

____ **BUDGET** _____



Stephanie Shott is a Bible teacher, speaker and author of [Ecclesiastes: Understanding What Matters Most](#). She is the founder of The M.O.M. Initiative, a missional mentoring ministry devoted to taking Titus 2 to the streets and equipping the church to make mentoring missional. She lives in northern Florida with her husband and is the mother of two adult sons. To contact her about speaking at your next event, you can email her at stephanieshott@me.com or visit her webpage at www.stephanieshott.com. To find out more about how you can start a M.O.M. Mentor Group in your church and/or community, visit

www.themominitiative.com.