



# Planning an Event?

**Name of Event:** \_\_\_\_\_ **Type:** \_\_\_\_\_  
**Date:** \_\_\_\_\_ **Location:** \_\_\_\_\_  
**Time:** \_\_\_\_\_ **Attendance:** \_\_\_\_\_

## Pre Planning:

- Do you know your target audience?
- Do you have a committee or volunteers selected?
- Have you prepared a preliminary budget?
- Do you have sponsors and/or campus support?
- Should you hire King's Event Services to coordinate logistics?

## Marketing:

- Print
- E-mail
- Media
- Have you prepared a budget for this?

## Food and Beverage:

- Will you be offering a banquet or reception?
- Will you be offering any breakfasts, lunches or breaks?
- Is a bar required? Cash or sponsored?
- Does the venue allow alcohol on its premises?
- Have you applied for the appropriate permits and/or licenses?
- Will you require security?
- Have you prepared a budget for this?

## Registration:

- Will you be offering on-line registration?
- Have you established a per person rate?
- How will attendees pay?
- Have you prepared a budget for this?

## Location:

- Do you have a preferred venue?
- Does the space have rental or associated charges?
- Is the date and time available?
- Does the venue require extra cleaning?
- Do you anticipate that the attendance may exceed the location's capacity?
- Do you know your room and setup requirements?
- Have you prepared a budget for this?

## Rentals, Audiovisual Requirements & Decoration

- Will you require a data projector and screen?
- Will you require a sound system, microphone, podium and technician?
- Does your setup involve staging, pipe, drape, risers, ect?
- Do poster boards need to be rented?
- How many tables, chairs and linens will be required?
- Will you be ordering flowers or other decorations?
- Have you prepared a budget for this?

## Conference Materials & Guest Speakers

- Have you booked your guest speakers?
- Will you be offering a conference kit?
- Have you considered travel arrangements and accommodations for the speakers and attendees?
- Have you planned for gifts and give-aways?
- Have you prepared a budget for this?

# Event Budget Planning

## Anticipated Expenses

King's Event Services	\$ _____
Marketing	\$ _____
Food & Beverage	\$ _____
Registration	\$ _____
Location	\$ _____
Rentals	\$ _____
AV, Technical Support	\$ _____
Decoration	\$ _____
Conference Materials	\$ _____
Speaker (s)	\$ _____
Other	\$ _____
Total	\$ _____

## Anticipated Income

Registration Fees	\$ _____
Sponsors	\$ _____
Grants	\$ _____
Other Income	\$ _____
Total	\$ _____

**If your income is less than your expenses, you may need to adjust your program.**