## Event Plan Overview

| Detail | Information |
| --- | --- |
| Event Title: | *Write name of event here.* |
| Event Date: | *Write date of event here.* |
| Event Time: | *Write the time of the event here.* |
| Event Lead Name: | *Write the main event lead and contact information here.* |
| Parish Pastor: | *Write the Parish Pastor name and contact here.* |
| Event Location: | *Write the location of the event here.* |

## Event Scope

| Detail | Information |
| --- | --- |
| **Target Audience:** | *Who are you specifically opening this event to? Who do you hope to reach more? How will you make your event welcoming to these individuals?* |
| **Event Objective:** | *What is the key objective of the event? What will hosting this event achieve?* |
| **Event Description:** | *After knowing your audience and objective, write the description of the event that will be used in all your communications.* |

## Ticket Sales PlaN

Write down how you intend to list tickets for sale. Will you use a program like Eventbrite? Who will be responsible for setting up the Eventbrite?

## rISK mITIGATION

| Identified Risk | Risk Mitigation |
| --- | --- |
| **List possible event risks here.** | *Will first aid be available? Consider possible injuries during the event.* |
| **List possible event risks here.** | *If your event will have alcohol, this is a section to consider addressing in risk mitigation.* |
| **List possible event risks here.** | *List how you will mitigate any possible risks here.* |

## Event Equipment and Purchases/Additional Costs

### Equipment Purchases Needed

*List all the equipment you need to purchase to ensure the event runs smoothly here including their costs and who will be responsible for making the purchase. Also list any speakers needed, their costs, and who will contact them here.*

### Equipment Needed

*List the equipment you need for this event that you already have. List the individuals responsible for finding or bringing the equipment needed for the event.*

## Promotional Plan

*Use this section to plan the overall promotion of your event, expected completion dates, and individuals responsible for the activity. Examples are listed to give ideas for what to add in the promotional plan. Ensure all members involved in the event has a copy of the plan and understands their roles.*

| Task | Responsibility. | Completion Date |
| --- | --- | --- |
| *Post promotion in parish bulletin.* | *Tim* | *7/02/2021* |
| *Post on parish website.* | *Olivia* | *7/14/2021* |
| *Share 5 social media posts on social media over a span of two weeks.* | *Olivia* | *7/14/2021* |
| *Share event after Divine Liturgy.* | *Joe* | *7/14/2021* |
| *Invite 20 individuals and give an event pamphlet.* | *Bob* | *7/14/2021* |
| *Create an event poster.* | *Jim* | *7/14/2021* |
| *Send out email invites to parishioners.* | *Bob* | *7/20/2021* |
| *Find last years photos for social media and website promotions.* | *Jim* | *7/01/2021* |
| *Ask for testimonials from last year’s event to post in parish bulletin.* | *Jane* | *7/01/2021* |

## Event Plan

*Use this section to plan the overall operations of your event, expected completion dates, and individuals responsible for the activity.*

| Task | Responsibility. | Completion Date |
| --- | --- | --- |
| *Contact Speakers.* | *Tim* | *7/02/2021* |
| *Contact corporate sponsors.* | *Olivia* | *7/14/2021* |
| *Determine ticket costs.* | *Olivia* | *7/14/2021* |
| *Identify venue.* | *Joe* | *7/14/2021* |
| *Get event cost estimates.* | *Bob* | *7/14/2021* |
| *Set up event.* | *Jim* | *7/14/2021* |
| *Purchase food for event.* | *Bob* | *7/20/2021* |
| *Sell early-bird tickets.* | *Jim* | *7/01/2021* |
| *Sell regular tickets.* | *Jane* | *7/01/2021* |

## Post Event Follow-Up

*Write down your plan of action of how you will follow-up at the end of the event.*

### Task #1: Thank all Event Participants

*Jim will follow-up with all event participants and write them a personal thank-you note for attending the event, and encourage them to attend your parish’s next up and coming event. Jim will also ask if the individuals know of anyone else who maybe interested in attending this event in the future so he can invite them next time.*

### Task #2: Event Survey

*Olivia will create a google survey that will ask how participants thought of the event, possible areas for improvement, and ideas they have for the event. The final results will be saved for next year and sent to the Parish Pastor.*

### Task #3: Event Sharing

*Tim will get the photos and testimonials from the event and share on the website, social media, and parish bulletin to encourage more parish event attendance. Content will be saved and used for next years promotional.*