



THE STRATEGY OF LIVE EVENTS ---

AN ENTREPRENEUR'S GUIDE

Event Planning Roadmap

Context CREATE YOUR EVENT MISSION

What do you want people to...

Learn: _____

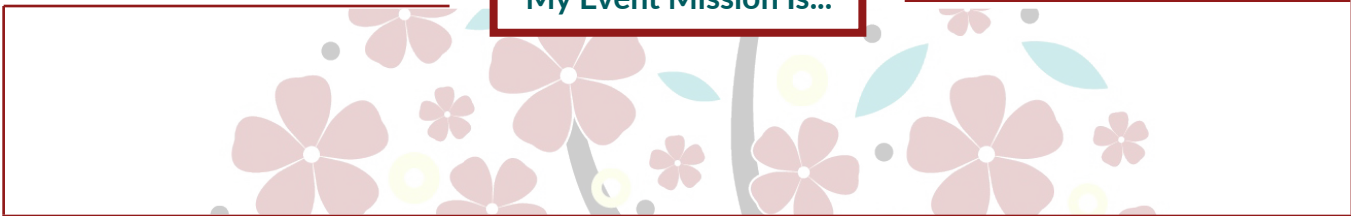
Feel: _____

Experience: _____

What transformation will take place at your event? _____

Who is your ideal client? _____

My Event Mission Is...



Big Picture DETERMINE YOUR OVERALL GOALS

What are your event specifics...

How Long: _____ When: _____

Location: _____ Venue: _____

Ideal Number of Attendees: _____

Ideal Cost Per Attendee: _____

Ideal Profit for your Business: _____

Little Picture MAKE NOTE OF ALL THE SMALL DETAILS

- | | | | |
|--|---|--------------------------------|--------------------------------|
| <input type="checkbox"/> Food / Beverage | <input type="checkbox"/> Signage | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Room Setup | <input type="checkbox"/> Promotion | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Audio Visual | <input type="checkbox"/> Social Media | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Guest Speakers | <input type="checkbox"/> Gifts | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Staffing / Volunteers | <input type="checkbox"/> Insurance | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Materials | <input type="checkbox"/> Transportation | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Rentals | <input type="checkbox"/> Packing List | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |