

Event Blueprint for Success



Why do I want to have this event?

What is the compelling reason for this event. Why do I want to hold this event? E.g., To raise brand awareness; to generate leads; to educate and teach.

Who is this event for?

Who will benefit from this event? Who is the target audience? How many people do I want to attend the event?

When do I want the event to be held?

When will your event be held? Are you flexible with the dates?

Where do you want to hold the event?

What is the best destination for the event? What location and type of venue do you envision your event to be held in?

What do you need?

What resources are required to make your event a success. What elements will make your event complete?

How will you bring it all together?

What process will you use to implement your plan and achieve your event goals? How will you design, plan and evaluate your event?

Notes