**Economic Impact and Destination Event**

**Events Checklist / Production Process**

* **Define Goals and Objectives**
	+ Why is the event taking place?
	+ What is the event’s purpose?
	+ Who will the event serve?
	+ Who is the target audience?
		- Review data on past attendees and events.
		- Do you want to grow?
			* If so, how will you accomplish growth?
	+ How will you capture tourists to stay overnight?
	+ Who are the stakeholders?
	+ How will success be measured? What does it look like?
	+ How are community goals aligned to the event?
	+ What action do you want your audience to take?
	+ Are the goals measurable and specific?
	+ Are all stakeholders in alignment with the goals?
* **Identify and Establish Partnerships**
	+ Businesses
	+ Non-profits
	+ Organizations
	+ Tourism Partners
* **Develop Event Budget**
	+ Review past event expenditures and rises in costs
	+ Determine current expenses
		- Are you adding any new expenses?
		- Are there expenses you can cut?
	+ Expenses to consider -
		- Venue
		- Food & Beverage
		- Portable Restrooms & Wash Stations
		- Equipment / AV
		- Seating / Bleachers
		- Insurance / Permits
		- Décor
		- Speaker or Entertainer Fees
		- Entertainment
		- Travel
		- Marketing / Signage
		- Printing / Postage
		- Ticketing Service / Set-up
		- Prizes / Giveaways
		- Accessibility Components
		- Credit Card Processing Fees
		- Thank you, Gifts or Appreciation Gifts for Stakeholders, Speakers, etc. if deemed necessary
	+ If charging to attend, determine fees / what to charge
		- Registration
		- Sponsorships
	+ Determine breakdown of budget
		- Consider buffer for miscellaneous or incidentals expenses that might arise
	+ Who oversees the budget?
	+ How will the budget be tracked / recorded?
	+ Get 2-3 different quotes if not more to compare pricing as you plan your event and make decisions
* **Define Sponsorships**
	+ What can you get sponsors for to help cover costs?
	+ How will you recognize sponsors?
	+ What are the benefits for sponsors?
* **Event Reporting / Debrief**
	+ Establish how you will gain reporting measurables for your event
	+ What reporting tools are needed?
	+ How will you gain feedback throughout the event or post event?
* **Set Event Date / Venue**
	+ What other events or holidays may interfere with your chosen date
		- Holidays
		- School Breaks
		- Election Dates
		- Other Community Events
	+ What dates also work with any potential speakers or entertainers?
	+ Once date locked in, confirm with major planners and players involved
	+ Alert your community!
* **Create Production Schedule**
	+ Create a schedule that is tailored to your event from preplanning, set-up, and execution so a clear timeline is established
	+ Logistics and action items for all components
	+ Accountability
* **Contingency / Risk Management Plan**
	+ What are your back up plans?
* **Organize a Team**
	+ Event manager / whose overseeing everything?
	+ Planning teams / committees
	+ Staff
	+ Volunteers
	+ Do you need to recruit extra help?
* **Event Brand**
	+ Event Name
	+ Logo
	+ Tagline
	+ Theme
	+ Graphics / Aesthetic
* **Develop Marketing Plan**
	+ Refer back to the goals / objectives / audience that you determined during planning
	+ Value Proposition
	+ Websites
	+ Social Media Outlets
	+ Community Calendars
	+ Printed Materials
	+ Marketing Schedules
		- Pre-schedule as much as you can ahead of time
			* Invites / Reminders to sign up
			* Reminders to attend through email or text messages
			* Last-minute details for parking and event details
			* Sorry to miss you to no shows
			* Thank you for coming post emails
			* Surveys
	+ News Media / Press Releases
	+ Marketing Campaigns
	+ Don’t forget to schedule / plan for post event communications as well
		- Do you have the date for the next year’s event? Can promote it at the event or post event
* **Define Registration System**
	+ Online Systems
	+ How are you tracking?
	+ QR Codes
	+ How will registration flow the day of the event?
	+ How will you use registration to evaluate success of event?
* **Volunteer Management**
	+ Determine volunteer opportunities, where will you need help?
	+ Recruit Volunteers
	+ Train Volunteers
	+ Gather volunteer feedback / evaluate at end of event if you had enough volunteers or too many
* **Post-Event Evaluation**
	+ Were your goals and objectives achieved?
	+ What were the successes and challenges in achieving them?
	+ What went well, what didn’t go well?
	+ Were these things in your control or out of your control?
	+ Did the event strategy serve stakeholders as intended?
	+ Were pre-determined measurements of success achieved?
	+ Did the brand goals remain aligned to the event?
	+ Did the audience take the intended action? Why or why not?
	+ Was the budget or budget range met? Was the budget adequate?
	+ Which aspects of the event planning process were successful?
	+ Which aspects were challenging?
	+ Will you being holding the event again?
	+ What adjustments do you need to make going forward?
	+ Where and how could you be more efficient?
* **Appreciation & Acknowledgement**
	+ Appreciation / Thank you’s
		- Sponsors
		- Major donors
		- Stakeholders
		- Entertainers
		- Competitors
		- Volunteers
		- Venue or Vendors
		- Staff
	+ Post-event Acknowledgement / Announcements
		- How are you announcing winners or major accomplishments from your event?
		- How will you acknowledge key planners after the event in print or media?