**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?