10 Ps of Event Planning

PURPOSE
Why have this event?
• Why put on an event instead of some other activity?
• Is it to raise money? Is it a meet-and-greet?
• Are you trying to raise awareness? Something else?

PROGRAM
What’s going to happen?
• What is the strategy/tactic being applied?
• What kind of event is it?
• Does it have a speaker? food? entertainment?
• What is the theme?

PEOPLE
Who is invited?
• Will there be new members? award winners? big contributors? key influencers?
• What is the overall target audience for the event?

PLACE
Where and when will it be held?
• Why is this time/date being chosen?
• What else is going on at the same time of year?

PRICE
How much will it cost?
• How much will you spend?
• How much will you bring in?
• What will people pay to attend?

PARTICIPATION
How will you gauge the involvement of the participants?
• Do attendees have to RSVP?
• Will tickets be sold?
• Is registration required?
• Will you take a head count?
• Will they leave with handouts? goodie bags? prizes?

PROPRIETIES
How will people act?
• Will there be a dress code?
If so, how will that be conveyed?
• Will attendees (presenters, speakers) be required to prepare? study? read? be ready to discuss?
• How will that be conveyed?

POSSIBILITIES
What could go wrong?
• What is the back-up plan in case of weather, event or other delay/postponement/cancellation?
• What is planned in case of a national emergency? last-minute speaker replacement? natural disaster?
• Do you have a crisis plan?
• Do you have liability insurance?

PROMOTIONS
How will you tell people about it?
• What promotional (media, direct) tools will you use to make your audience aware of the event?
• What type of media coverage do you anticipate? in advance? during? following?
• Will media be encouraged to attend?

POST MORTEM
How did it go?
• What methods will you use to evaluate the event?
• Was it a success? How do you know?
• Did you meet your goals/objectives?
• Did you reach your target audience?
• What would you do differently next time?

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