

Topic \_\_\_\_\_ Title \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_  Industry Event  Networking Event

Collaborative Event?  Yes  No Collaborating Organization \_\_\_\_\_

Leadership Development Event?  Yes  No Education Event?  Yes  No

Type of Event  
(panel, speaker, networking, members only, etc.) \_\_\_\_\_

Format  
(round tables, theater, etc.) \_\_\_\_\_

Speaker(s) \_\_\_\_\_

Venue  
(where are you holding your event?) \_\_\_\_\_

Venue Address \_\_\_\_\_

Venue Requirements \_\_\_\_\_

Venue Features  WiFi  A/V  Parking  Food & Beverage  Other \_\_\_\_\_

Target Audience \_\_\_\_\_

Content / Key Takeaways for Attendees (What's in it for me?)  
(This is where you provide a takeaway or valuable item for your members and future members)

Who are your Event Project Teams?  
(Communications, Intentional Marketing, Greeters, Marketing, etc.) \_\_\_\_\_

How will we create intentional marketing? \_\_\_\_\_

How can we get more members to get involved at this event? \_\_\_\_\_

How can we use this event to recruit new members? \_\_\_\_\_

Potential Strategic Partners \_\_\_\_\_

Food and Beverage \_\_\_\_\_

Budget Info \_\_\_\_\_

Use an Event budget for each Event: Did you budget for a speaker? A venue? Promotion (Facebook ads, etc.)?