

## Event Planning Guide

### Information

- What is the purpose of the event?
- What is the budget for this event?
- Who is going to be included in the event?
- How many people do you expect to attend?
- What date is the event?
- Where should it be located?

|  |  |
|--|--|
| 1. Select Topic  |  |
| 2. Select Date   |  |
| 3. Select Site (Catering & Event Department)   |  |
| 4. Budget  |  |
| a. Facility / Room Cost  |  |
| b. Room Set - Up Cost  |  |
| c. Bar Set -Up Cost (optional)   |  |
| d. Equipment Cost<br>(podium, microphone, screen, a/v equip)                         |  |
| e. Gratuity 18% to 20%   |  |
| <b>Total</b>   |  |
| Food Cost Break down   |  |
| a. Breakfast, lunch, snack, dinner   |  |
| b. Buffet or Served  |  |
| c. Appetizers<br>if w/dinner 2 -3 pieces<br>if only appetizers 4-6 pieces            |  |
| d. Entree  |  |
| e. Desserts  |  |
| f. Beverage Cost   |  |
| Subtotal   |  |
| Number of Attendees  |  |
| (# / cost = per head cost) <b>Total</b>  |  |
| 1. Registration, Invitations, Programs   |  |
| a. Printing  |  |
| b. Postage   |  |
| 2. Promotions, Prizes, Awards  |  |
| 3. Decorations   |  |
| 4. Presentation  |  |
| 5. Entertainment - Band/ or speaker fees   |  |
| 6. Publicity   |  |
| 7. Staffing  |  |
| 8. On-site Coordination  |  |
| a. Parking   |  |
| b. Registration Table  |  |
| c. Sponsors Table  |  |
| d. Equipment Set Up  |  |
| e. Photographer  |  |
| 9. Call & Confirm 2/3 days previous to event<br>Head Count and finalize arrangements |  |
| Subtotal   |  |
| Facility Subtotal  |  |
| <b>Event Expenses</b>  |  |
| Revenue  |  |
| 1. Ticket Sales  |  |
| 2. Sponsorship   |  |
| Total Revenue  |  |
| Total Expenses   |  |
| Difference   |  |

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