

"Go Golf" Events Management  
**EVENT PLANNING**

**1 DEFINE THE EVENT AND FEASIBILITY**

Define your proposed event. What is it? Who is it for? How many will attend?

- This should be a creative brief, describing the event from first arrivals until the last person leaves.
- State the goals of the event - what do you wish to achieve by holding this event?
- What are the success factors? How will you measure the success of your event? What are your back-up plans if these factors are not met? Is the event feasible? What does your data show?

**2. DESIGN THEME CONCEPT AND SLOGAN**

- This is where the creative brainstorming exercise comes in. Outline your theme concept and slogan. How will it be expressed within the event?  
Explain & support the concept. (You must sell the "sizzle"!)
- Incorporate this into an invitation or some promotional item.

**3. EVALUATE THE EVENT**

- Explain how you intend to evaluate the event? When will the evaluation be carried out?

**4. SELECT DATE & VENUE**

- Recommend the best date for the event and provide reasons for your selection. When and why that date? Why not another? Compare and contrast.
- Identify a Venue. Why have you chosen this particular place/location? Provide analysis of global and local issues. If the venue is obvious, why that area within the venue.
- Describe the chosen venue in a descriptive proposal format. (The sponsor/ banker/guests will want all this information- it assists with the decision making). Think about the venue parameters.

**5. ESTABLISH A BUDGET**

- Are you selling tickets? Soliciting sponsorships? Where is your revenue coming from?
- What are the costs to produce this event - food & beverage? Entertainment? Venue rental? etc.
- Identify (and separate) Fixed & Variable costs in your budget.
- Break-even point should be indicated if you're selling tickets.

**6. DEVISE CRITICAL PATH / TIMELINE**

- Outline your plan for the event's production process. Show this info in timeline format.
- This must include the major milestones for you, the sponsors, and, the guests. Should include any major deposits (e.g.: venue) that would need to be made to fulfil contract obligations.

**7. MARKET THE EVENT**

- (to sponsors, delegates, employees or the public)
- What is your target market and how will you reach them? Who's on the guest list? How will you encourage ticket sales or attendance?
- What media will you use to market the event to your specific target market? Why do you think it will be effective (e.g.: we are choosing the Beat instead of the Fox because...)
- Promotional item ideas may be included.

**8. MANAGE THE EVENT**

- Develop a detailed production schedule (actual timing of the event in progress including set-up and take down)
- Have a floor plan to show your understanding of space usage.
- Include all logistics that need to be explained concerning the event.
- Outline insurance requirements, licences or other permits required for your event.
- Provide a list of recommended suppliers if required.
- Provide a list of all possible sponsorable areas if required and the benefits you will offer.
- Provide a list of all volunteer and staffed positions and the required numbers of persons

**9. COMPANY PROFILE**

- Create the event profile
- Define the society or the company, goals, mandates, and any objectionable relationships

**Needs and Feasibility Analysis**