

Event Plan

1. Project Overview

Project name	{{Project name}}
Sponsor	{{Sponsor / decision-maker}}
Project manager	{{Project manager}}
Start date	{{Start date}}
Target end date	{{Target end date}}
Status	{{Not started / On track / At risk}}

Keep this block on page one so anyone can see the project, its owner, and where it stands at a glance. Name one accountable project manager and one sponsor who can unblock decisions.

2. Objectives & Success Criteria

- Deliver {{the event}} for {{N}} attendees on {{date}} within the {{\$budget}}
- Hit the event goal: {{e.g. registrations, leads, attendee satisfaction}}
- Run a smooth day with no major logistics or AV failures

Write objectives you can measure — “launch the new checkout by Q3 with under 1% error rate”, not “improve checkout”. If you cannot tell whether it is done, rewrite it.

3. Scope

In scope

- Venue, catering, and AV
- Agenda, speakers, and the run-of-show
- Registration, communications, and promotion
- On-site logistics and post-event wrap-up

Out of scope

- {{Sponsorship sales, if handled separately}}
- {{Post-event content production / on-demand videos}}
- {{Travel booking for attendees}}

Naming what is out of scope is what actually prevents scope creep. Be explicit about the work people will assume is included but is not.

4. Milestones & Timeline

Milestone	Owner	Target date	Status
Venue & date confirmed	{{Event lead}}	{{Date}}	{{Status}}
Speaker: / agenda confirmed	{{Program owner}}	{{Date}}	{{Status}}
Registration open	{{Marketing}}	{{Date}}	{{Status}}
Promotional campaign live	{{Marketing}}	{{Date}}	{{Status}}
Final headcount & run-of-show locked	{{Event lead}}	{{Date}}	{{Status}}
Event day	{{Event lead}}	{{Date}}	{{Status}}
Wrap-up & debrief	{{Event lead}}	{{Date}}	{{Status}}

Milestones are checkpoints, not tasks — a handful of dates that prove the project is moving. Each should be a clear “done / not done”, with one owner.

5. Tasks & Work Breakdown

Task	Owner	Start	Due	Status
{{Shortlist and book the venue}}	{{Owner}}	{{Start}}	{{Due}}	{{Status}}
{{Line up catering, AV, and vendors}}	{{Owner}}	{{Start}}	{{Due}}	{{Status}}
{{Confirm speakers and build the agenda}}	{{Owner}}	{{Start}}	{{Due}}	{{Status}}

{{Open registration and promote the event}}	{{Owner}}	{{Start}}	{{Due}}	{{Status}}
{{Build the run-of-show and brief the team}}	{{Owner}}	{{Start}}	{{Due}}	{{Status}}

Break the work into tasks small enough to track in a week or less. Give each an owner and a due date; a task with no owner will not happen.

6. Roles & Responsibilities

Role	Name	Responsibility
Event lead	{{Name}}	Owns the plan, budget, vendors, and the day-of
Program owner	{{Name}}	Owns the agenda, speakers, and content
Marketing	{{Name}}	Owns registration, comms, and promotion
Logistics	{{Name}}	Owns venue, AV, catering, and on-site setup

Assign responsibilities to roles so the plan survives a team change. Be clear who decides, who does the work, and who needs to be kept informed.

7. Risks & Mitigation

Risk	Impact	Likelihood	Mitigation	Owner
{{Low registration / attendance}}	{{High}}	{{Med}}	{{Start promo early; set a fallback date/format}}	{{Owner}}
{{Key speaker or vendor cancels}}	{{High}}	{{Med}}	{{Backups lined up; confirmation deadlines}}	{{Owner}}
{{Budget overrun}}	{{Med}}	{{Med}}	{{Track spend vs budget; hold a contingency}}	{{Owner}}
{{AV / tech failure on the day}}	{{High}}	{{Low}}	{{Tech check + backup equipment day-before}}	{{Owner}}

List the few risks that would actually derail the project, rate impact and likelihood (High/Med/Low), and name the action and the owner. Review this table at every status check.

8. Budget

Item	Estimate	Actual
{{Cost item — labor, tools, materials}}	{{Estimate}}	{{Actual}}
Contingency	{{Estimate}}	{{Actual}}

Estimate the main cost lines and add a contingency for the unknowns. If your project has no budget, keep the section and write “N/A” — reviewers expect to see it.

9. Approval

Project Manager Name: _____ Signature: _____ Date: _____	Sponsor Name: _____ Signature: _____ Date: _____
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Both sign-offs confirm the plan, scope, and budget are agreed before work starts.