

# Getting started: Planning your event

## Target Audience – Who

Who is this event targeted at?  
What does the audience need to know?  
What will hold their Interest?

## Describe the main purpose of the event?

What do you want to say to the target audience?  
What do you want them to know/do?

## Objectives?

What do you hope to achieve with this event?

## Please describe the event. What will happen on the day and what types of activities will be conducted?

(Eg: A boardroom lunch for 20 guests with two presenters; Networking over drinks and canapes; A golf tournament followed by a keynote address from special guest)

