

## EVENT PLANNING QUESTIONNAIRE

*Here are some questions you can ask the participants at the beginning of the planning process to uncover and develop your vision for the event. Create more questions based on your particular and unique event structure and requirements.*

1. What is your event's primary emphasis, the overall vision? Is it education, fun, product release, fundraising, anniversary celebration? Elaborate - \_\_\_\_\_  
\_\_\_\_\_
2. Who is the beneficiary? Will this event be for the participants, the organization or other? \_\_\_\_  
\_\_\_\_\_
3. How important is financial success? Is our main focus profit, benevolence, or public relations? \_\_\_\_\_
4. What information will you be sharing or what will you be celebrating? \_\_\_\_\_  
\_\_\_\_\_
5. What location will serve our needs? \_\_\_\_\_  
\_\_\_\_\_
6. Where are most of our participants located? Will they have to travel, do we need a popular destination? \_\_\_\_\_
7. Will money be an issue for the participants to travel? \_\_\_\_\_  
\_\_\_\_\_
8. What is the target date? (Is it determined by the month, season, year, or day of week?) \_\_\_\_  
\_\_\_\_\_
9. Who is your target audience? Are they our employees, family, club members, sales team, like minded people, industry groups, or students? \_\_\_\_\_  
\_\_\_\_\_
10. Why do they want to attend? Is it education, fun, entertainment, interest, job requirement?  
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11. Is the event required attendance or will they be paying? \_\_\_\_\_  
\_\_\_\_\_

12. Can they afford to attend? Who will pay for their registration, travel, lodging, and other expenses? \_\_\_\_\_  
\_\_\_\_\_
13. What is your budget? Is this a rate-conscious group? Are we making a profit? \_\_\_\_\_  
\_\_\_\_\_
14. What kind of space is required? (Is it luxury, business, economy, fun, or adventure?) \_\_\_\_\_  
\_\_\_\_\_
15. Will we need sponsors? Do we need to find additional funding? \_\_\_\_\_  
\_\_\_\_\_
16. Is this a repeat event? If so, what were the results of the last event? Are there past data? What do we need to do differently? \_\_\_\_\_  
\_\_\_\_\_
17. Are the attendees repeats? Did they attend our past events? What evaluations were received? \_\_\_\_\_
18. Is networking an important component? \_\_\_\_\_  
\_\_\_\_\_
19. Are exhibits a component, either as a source of revenue or information? \_\_\_\_\_  
\_\_\_\_\_
20. Will there be offsite events? If so, what is needed? \_\_\_\_\_  
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21. How does environmental planning contribute to all of our decisions? \_\_\_\_\_  
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22. Have we done our best to make environmental choices? \_\_\_\_\_  
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