



## EVENT PLANNING OUTLINE

There are many details to consider when planning an event; remember ALA can help you every step of the way.

1. Determine purpose and objective of meeting
2. Decide when to hold meeting (time of year, hours, weekday or weekend)
3. Decide who will be invited (staff, guests, business partners, vendors, etc.)
4. Create a Budget
5. Determine Location
6. Consider Speakers and Entertainment
7. Confirm Transportation, Parking
8. Create an Agenda
9. Set Up and Distribute Invitations and Monitor Registration
10. Consider any Giveaways or Gifts
11. Miscellaneous (anything unique to your event, not on this list)
12. Facilitate and Supervise On Site Activities
13. Post Event Evaluation – Book Next Event

ALA has meeting professionals who can assist you with planning your organization's event. Contact us at [EventPlanningPlus@alanet.org](mailto:EventPlanningPlus@alanet.org) and a seasoned planner will reach out to help you create a memorable experience.