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Your Event Assessment

The following questions will help you decide on your event direction and options. Remember almost any creative event is possible given enough time and the right budget.

Objectives:

1. What is the main goal of your event?
2. Are there other primary objectives?
3. What is your preferred tone of the event? (fun, casual, elaborate, sophisticated)
4. Would you like to see interactive elements? Low (see a show), medium (activities, guests have an option to choose), high (participatory, team building)
5. What is the budget? (Knowledge of your budget range will allow you to make the decisions on the following questions.)
6. On a scale of one to ten what is the order of importance for each event element? Food, location, décor, entertainment, interactive activities, networking, high quality.

Basic Information:

Date of the event:

Day of the week:

Time of day:

Duration:

City:

Venue:

Transportation:

Number of guests:

Who are they?

Age?

Gender?

Nationality/Ethnic mix?



Catering:

Cocktail reception or sit down dinner?
Cash bar or host bar?
Served or buffet dining?
Special needs?
Serving time?

Entertainment:

What type of entertainment do your guests prefer?
Live music, dance, theatrical shows?
Interactive entertainment, games?
Duration?

Theme:

Do you want a theme?
What is the focus of the event?

Music:

Live band, single musician, DJ?
What type or style of music?
When or how often during the event?

Décor:

How much?
As an accent, or as a part of the overall design?
Rental or custom made?

Lighting and AV:

Do you require staging?
Stage lighting?
Lighting for performers?
Follow spots?
Screens for video presentations?
Live video feeds?
Media outlets?
Multimedia services?

Pre-event planning:

Invitations?
Teasers?
Advertising?
Public Relation services?

Taking time to consider the above questions will give your event planner the details she/he needs to produce the best event possible.

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