

CBMC Event Strategy – Planning Stage

Prayer comes first. It's foundational! Before any event planning happens, rally your area leadership team and team leaders to pray over the purpose and planning of the event. Remember, you have prayer partners at the National office.

Prayer Begins: {date}

Prayer Partners Enlisted:

Determine event purpose and goals – goals tend to drive the event. Goals could include, brand awareness, profit/fundraising, community engagement, lead generation, etc. and decide on how they will be measured.

Event purpose:

Event goals:



Make business decisions. Think about the manpower, the financials, the operational and communicative decisions, as well as the pertinent event details.

IDENTIFY THE WHO

Event Speaker: {view list of CBMC recommended speakers [here](#)}

Event Audience/Attendees/Invitees:

Event Committee Members & Roles: *use the chart below*

Name	Role & Responsibilities
National Office Team Members and Event Support Specialist	<ul style="list-style-type: none">Set up: registration page, registration email, confirmation email, organizer access to event dashboard and registration notifications.Add event to CBMC websites and National FB page (optional).
	Event Contact(s) – point of contact for questions/inquiries
	Event Coordinator – oversee event process
	Group Registration Assistants - Oversee Table Arrangements (assign table numbers) and Communicate with Table Hosts (ensure hosts are equipped and understand their responsibility)
	Marketing Coordinator – promote event: email marketing, social media, etc.
	Sponsor Coordinator – contact potential sponsors, issue sponsor packets, communicate with sponsors, tend to sponsor needs, ensure sponsorship perks are fulfilled, maintain record of registered sponsors
	Event Set Up – set out tables, registration/welcome tables, etc.
	Speaker & Emcee Coordinator – determine emcee for event and communicate with them, communicate with speaker, ensure speaker arrangements are completed, greet/meet speaker upon arrival
	Follow Up Coordinator – send thank you notes/emails/phone calls to sponsors, oversee follow up with those who responded on response cards,

IDENTIFY THE WHAT

Note, a typical order of planning these pertinent event details is to begin with scheduling your event speaker and then set your date and time according to the availability of your speaker and venue (event location).

Type of Event:

Where:

Venue/Location –

Does venue need a COI (certificate of insurance) –

When:

Date/Time –

Why:

Meets Attendee Needs –

Unique Value of the event –

Pricing:

Consider individual seating, table purchases, and sponsorship options. Each sponsorship should have a description.

Agenda/Lineup of Activities:

IDENTIFY THE HOW

Financial Decisions

- How will event funds be collected and used?
- What are the projected expenses? How will you pay them?
- Note: All monies collected through Eventbrite registration are sent from Eventbrite to CBMC National and are put into your area event fund. If you need event expenses paid before the event or need to know how to handle checks, please follow the instructions provided on the [Financial page of the Event Help Center](#).

Operational Decisions

- What will you do with contact/lead data?
- How will you market/promote the event? See the [Marketing page of the Event Help Center](#).
- When will promotions begin (recommended 60-90 days to promote event)

Communicative Decisions

- How will you invite your audience? communicate with registrants? follow up with attendees?
- How will you communicate sponsorship packages to potential or past sponsors?
- Will you create / circulate an event flyer?
- Will you have an event program that will need to be printed and placed on tables, or a slideshow displaying on TVs around the venue? These are great to recognize your sponsors.
- How will you utilize social media to communicate/promote the event?
- How will you use email marketing to promote the event?
 - Save the Date
 - Urgent driven email/Reminder
 - Sponsorship appreciation/recognition