



## 5. Key Questions for Event Planners



No matter which kind of event you would like to arrange: For your planning, research and organization a certain stock of background information is always needed to prepare yourself best for a successful event. The following questions will help you to perfectly start off:

### **WHAT is the aim of your event?**

Which kind of event are you arranging? Are you focusing rather on an educational event, information delivery, motivational character or purely the entertainment aspects? This is the key aspect and key decision to take prior to planning the entire event.

### **WHO will be invited?**

Who can, shall or must participate at your event? This question leads to the number of participants expected and also defines the deadline for the invitation process.

### **HOW MUCH should the event cost?**

Which budget exists already? Do you have any experience on specific costs from prior events?

### **WHAT will be offered to the participants?**

Which contents, topics, speakers or entertainment aspects are interesting for your target group? Promote these highlights in your invitations.

### **WHEN shall/can/must your event begin?**

On week-days or on the weekend? During the day or in the evening? Has a date been fixed already?

### **HOW LONG should the event take place?**

One day or more days?

### **WHERE shall your event take place?**

Do you have already an exceptional, surprising or exclusive event location in your mind?

### **WHO takes care of the organization?**

Do you want to plan, organize and arrange your event internally or should specific tasks be outsourced to an external provider?

### **WHICH legal requirements need to be adhered to?**

Do you have to obtain any permissions?



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