



## Event Planning - The Basics

Use with Module 1 lessons.

### Lesson 1 - Event Types & Event Purpose Statement

1. Which event type applies to your event?

2. What is the purpose of the event?

Practice writing down a purpose statement for your event.

(Who will host it, What will it be, When will it occur, Why is it occurring)

### Lesson 2 - Audience Analysis & Types

1. Who might attend the event?

Write down the type of attendee that you think would attend.

2. Who are you doing the event for? How would they benefit from it? What would motivate them to attend?



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### Lesson 3: Title for the event

1. Create 3-4 titles for the event.

(Keep it short, impactful and not offensive)

Freewrite Section: Add additional thoughts you may have about planning your event here.