



## EVENT PLANNER

What is your objective?

How much do you aim to raise?

What will the funds be used for?

List Specific Items


Why will people support your event?


List potential dates for event


Does your event date clash with another big event? Example: State of Origin games?


Who is your target audience?


List potential venues for event


List extra revenue options

Sponsors
Raffles
Bar Profits

List potential sponsors


What is your break even point?


Will you invite other community groups to share this opportunity to share outlay & benefits.


# The Comedy Empire

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Are there any major risks associated with your event and how will you minimise them?


How will you sell your first 40-70 tickets?

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To set an example; will your committee commit to buying their tickets first - as soon as they go on sale?


Have you got a marketing team (5 key delegates) and have they seen the marketing tips on our website??

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Enter the names of your volunteer marketing team & connect them to their selected job roll.


Draw a line (arrow)

Job Roll

Team Leader

Email Marketing

Facebook

Posters

Press & Media

Raffles

Tickets

Other

Other

Other

# The Comedy Empire

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### THE KEY ELEMENT:

Excitement is the key element.

Once you have completed this event planner, and you have selected your marketing team be sure add them to your book form. By doing so we'll send you marketing delegates '**REMINDERS**' each week to make a Facebook post, put up a poster and do the things that need doing. Sometimes it's nice to get a reminder.

Once you and your team have been added to the email 'reminders' list, we will send your marketing team **timely** reminders to help you explode your event easily, effectively and in **unison**. We'll delete their details after event and we don't share their details.

The reason the online form needs to be completed with all their details, **at the same time**, is because the reminders we send you via email are 100% automated by our email program. They time everything from the day you join, so for you to get the most from these timely reminders, your marketing team needs to join on the same day, so you'll receive the automated emails at the same time & the correct time.

**This is not a requirement, it is a suggestion. The reminders can help you to gain massive momentum and generate more excitement! Trust us! Just go to the link below and complete the form (all at the same time, one after the other). You can unsubscribe from the reminders at any time & we definitely don't share your information. But if you want to sell more tickets, make your event look exciting by working together fun unison!**

**KEY: WATCH THE MARKETING TIPS AS A GROUP AND SELL YOUR FIRST 40 TICKETS AS RECOMMENDED IN THE VIDEO. THEN GO TO YOUR FACEBOOK EVENT PAGE AND COMMENT. - COMMENT - COMMENT! OFTEN!**

**Go here now:** <http://www.thecomedyempire.com.au/marketingtips/howtodoafundraiserwell.html>