

Program Planner

Event	Attendance Goal	Date	Coordinator(s)
Overall Goal(s)		Person(s) Responsible	Deadline
PROGRAM			
Site preparation			
Confirm participants			
Program format			
PUBLICITY			
Develop/Send out press releases			
Radio announcements, appearances			
TV announcements, appearances			
OUTREACH			
Leaflet design/ reproduction			
Distribution (outlets, drop offs)			
Distribution (events)			
Mailings			
Email announcements			
Social Media (FaceBook, Twitter, etc.)			
FINANCES			
Projected budget			
Ticket distribution and sales			
TECHNICAL NEEDS			
Audiovisual			
Video, photography			
OTHER NEEDS (Daycare, Food, etc.)			
SUMMATION NOTES			