

Event Planning Worksheet

Define Your Purpose



A sense of passion and excitement should drive your event. Before you dive into planning, take a step back and assess where that passion comes from and what your intentions are.

List of all the reasons you are doing this event.

Now, dig deeper and expand on those reasons.

Write either a mission or thesis statement based on the most accurate reason above. (What's your main goal)

What are the realistic outcomes you can achieve through this event?

Brainstorm some ways you can achieve your event goal/outcomes. These should be specific elements that make your event special.

"Having a purpose simply means knowing why you're gathering and doing your participants the honor of being convened for a reason. And once you have that purpose in mind, you will suddenly find it easier to make all the decisions that a gathering requires"
— **Priya Parker, The Art of Gathering: How We Meet and Why It Matters**

