

Event Planning Smart Score Checklist

Here's a **SMART Score Checklist** to guide your event planning. SMART represents Specific, Measurable, Achievable, Relevant, and Time-bound, and can guarantee that every event planning component is well-defined and focused on achieving your goals.

Using the SMART Score Checklist

1. Assign a score of 1-5 for each item based on how well it's addressed (1 = not addressed, 5 = fully addressed).
2. Review totals in each category to identify areas of improvement.
3. Prioritize weak areas in your planning process.

1. Specific

- ___ **Event Objective:** Is the event's purpose clearly defined (e.g., increase brand awareness, drive sales, celebrate milestones)?
- ___ **Target Audience:** Have you identified who your attendees will be (e.g., customers, stakeholders, community)?
- ___ **Key Deliverables:** Are all deliverables, such as venue, catering, entertainment, and marketing assets, clearly outlined?
- ___ **Roles and Responsibilities:** Has each team member or vendor been assigned a clear role?

2. Measurable

- ___ **Attendance Goals:** Is there a target number of RSVPs or attendees?
- ___ **Engagement Metrics:** Have you identified how to measure engagement (e.g., surveys, social media interactions, feedback)?
- ___ **Budget Tracking:** Is there a system in place to track spending vs. budget allocation?
- ___ **Marketing Performance:** Have KPIs (e.g., number of clicks, shares, registrations) been established for promotions?

3. Achievable

- ___ **Budget Feasibility:** Does your budget realistically support the event's goals and scope?
- ___ **Timeline:** Are your deadlines realistic for tasks like securing a venue, booking entertainment, and promoting the event?
- ___ **Team Capacity:** Do you have sufficient staff, volunteers, or agency support to manage the event scale?
- ___ **Contingency Plans:** Have you planned for potential risks or challenges (e.g., weather, cancellations)?

4. Relevant

- ___ **Alignment with Goals:** Does the event align with your organization's broader goals or mission?
- ___ **Audience Interest:** Does the event theme, content, and offerings match the audience's interests?
- ___ **Strategic Value:** Will the event provide value for stakeholders, sponsors, or partners?
- ___ **Sustainability:** Are efforts made to ensure environmental and community relevance (e.g., using local vendors, minimizing waste)?

5. Time-Bound

- ___ **Event Timeline:** Have you created a timeline with all tasks leading up to the event day?
- ___ **Milestones:** Are key milestones (e.g., vendor contracts signed, invitations sent) clearly marked with deadlines?
- ___ **Post-Event Follow-Up:** Is there a set timeline for post-event tasks like thank-you emails, feedback collection, and reporting?
- ___ **End Date:** Does the event planning cycle have a defined completion date, including post-event evaluation?