

EVENT MANAGEMENT Worksheet



Your event is going to be so great...right? Make sure you think through all of the details beforehand so you get the right message out to attendees and are set up for effective event management in your Springboard. Organize your info before you post it to your website to cover all the bases:

- Event details
- Options available to attendees
- Registration form fields
- Payment information

Event Details

Event title: _____

Date: _____

Time: _____

Location: _____

Description:

What category does this event belong in? This allows you to organize your events by type (member, volunteer, public, etc.).

Primary contact for event: _____

Phone: _____

List any related links you'd like to provide with further details of this event.

Will online registration be available for this event? ☐ Yes ☐ No

If no, you're ready to add your event in the Springboard.

If yes, continue to the next page.

ITEMS TO CONSIDER:

Do you want to include pricing info in the description?

Do you have an image to include with the description? Prepare it as a .jpg, .gif or .png.

RELATED LINKS:

Examples: Link to websites of the event sponsors, downloadable PDF forms, flyers, agendas, directions, etc.

EVENT PRICING:

If there is a cost but you won't be setting up online registration, consider including the pricing in the event description.

firespring.com

Event Tickets

Event Ticket 1

Ticket title: _____

Ticket description: _____

Is there a price associated with this ticket? ☐ No ☐ Yes \$ _____

Do you want to limit the number of attendees or tickets? ☐ No ☐ Yes

If Yes, what is the max number, and what amount of overage (if any) will you allow for registration/purchase?

Max limit: _____ Additional signups allowed: _____

Do you wish to display the limits to the end users? ☐ No ☐ Yes

Event Ticket 2

Ticket title: _____

Ticket description: _____

Is there a price associated with this ticket? ☐ No ☐ Yes \$ _____

Do you want to limit the number of attendees or tickets? ☐ No ☐ Yes

If Yes, what is the max number, and what amount of overage (if any) will you allow for registration/purchase?

Max limit: _____ Additional signups allowed: _____

Do you wish to display the limits to the end users? ☐ No ☐ Yes

Event Ticket 3

Ticket title: _____

Ticket description: _____

Is there a price associated with this ticket? ☐ No ☐ Yes \$ _____

Do you want to limit the number of attendees or tickets? ☐ No ☐ Yes

If Yes, what is the max number, and what amount of overage (if any) will you allow for registration/purchase?

Max limit: _____ Additional signups allowed: _____

Do you wish to display the limits to the end users? ☐ No ☐ Yes

HOW TO USE TICKETS:

Tickets display various aspects and options for your event registration.

For example:

- Member/nonmember pricing
- Breakout sessions
- Meal tickets
- Volunteer shifts

REGISTRATION PERIOD:

Think about when you want registration to start and when the registration time period should end for each registration form.

Event Registration Form

What are the pieces of information you want to collect from the registrants?
(Form fields such as name, email, phone, address, etc.)

All form submissions are recorded in your Springboard's Message Center. In addition, an email notification is sent. What email addresses should receive the email notifications of submissions?

What should be the content of this message?

Subject line: _____

Message:

For each form submission, a confirmation email is sent to the registrant. What address should these response email messages be sent from?

What should be the content of this message?

Subject line: _____

Message:

For each form submission, an on-screen response will display to the registrant. What should be the content of this message?

Will you require payment at the time of registration? ☐ No ☐ Yes

If yes, be sure your payment gateway is set up in your Springboard.

EVENT FORMS:

The same aspects available for all other forms on your website are available for the event form, and updated in the same manner:

- Form fields
- Email messages (notifications & responses)
- On-screen messages
- Message tracking number
- Payment gateway

The messages are logged in your Springboard's Message Center.

In addition, you can copy an event form used on previous events or use the default form available in your Templates Library.

Now, keep this worksheet handy as you add this event into your Springboard.