

EVENT PLANNER TEMPLATE

EVENT OVERVIEW			
EVENT TITLE	Louboutin's "Refurbished Hearts" Fashion Show		
EVENT DATE	February 14, 2021	EVENT TIME	8:00 PM
EVENT LOCATION	Hôtel Ritz Paris; 15 Place Vendôme, 75001 Paris, France		
EVENT DESCRIPTION	Joint fashion show between Louboutin and American Heart Association. Supporting and raising money for AHA and Congenital Heart Defects/Disease.		

EVENT COORDINATOR INFORMATION			
COORDINATOR NAME	Sofie Wood		
COORDINATOR ORG	Sofie's Event Planning		
TELEPHONE	(404)725.1643	MAILING ADDRESS	495 Woods Creek Road
"DAY OF" PHONE	(404)725.1643		Jefferson, GA 30549
FAX	N/A		
EMAIL	sofie@sofiewood.com	WEBSITE	sofiewood.com
ADD'L CONTACT NAME	N/A	ADD'L CONTACT EMAIL	N/A
CONTACT PHONE 1	N/A	CONTACT PHONE 2	N/A

EVENT SCOPE	
TARGET AUDIENCE	Attendees will include fashion designers, other brands, and celebrities, but the audience we intend to target is all people to raise awareness of CHD.
MESSAGING	Raise awareness of underfunded medical conditions and display the importance of understanding in healthcare.
OBJECTIVES	Bring awareness and supportive funding to families and researchers dealing with Congenital Heart Defects and other underfunded heart diseases and complications.
RISK MANAGEMENT	
IDENTIFIED RISKS	RISK MITIGATION
Backlash of statistics	Explaining CHD statistics with a level head.
Health and safety of models, staff, and attendees	Have medical help on hand at all times.
Expensive merchandise being handled properly	Have special technicians and staff to handle merchandise when not being used.
MILESTONES, BENCHMARKS, AND MEASURES OF SUCCESS	Measures of success include how many people are reached in our efforts through this fashion show and how much money is raised for AHA and CHD.

TASK CHECKLIST + DELEGATION		
DATE COMPLETED	TASK	PARTY RESPONSIBLE
11/24/2020	TEAM IDENTIFIED	Planning
11/25/2020	FUNDING SOURCED	Financial
11/25/2020	SPONSORSHIP OBTAINED	Financial
11/27/2020	LOCATION SECURED	Planning
11/28/2020	PERMISSION REQUESTED	Planning
11/28/2020	PERMITS ISSUED / REQUESTED	Planning
11/29/2020	PARKING / TRANSPORTATION LOGISTICS	Technical
11/25/2020	EVENT ENTERTAINMENT / SPEAKERS CONFIRMED	Creative
11/25/2020	TALENT REHEARSALS SCHEDULED	Creative
11/25/2020	INVITE LIST COMPILED	Planning
11/25/2020	RSVP PROCESS DEFINED	Technical
11/25/2020	INVITATIONS COMPOSED / PRINTED	Creative
11/27/2020	INVITATIONS SENT	Planning
12/4/2020	PRINT ADVERTISING	Creative
12/4/2020	RADIO / TELEVISION ADVERTISING	Creative
12/4/2020	MEDIA ADVERTISING	Creative
12/8/2020	EVENT SIGNS / SIGNAGE	Creative
12/2/2020	PROGRAMS / CATALOGUES	Creative
12/2/2020	DECORATIONS / FLORAL	Creative
12/8/2020	SEATING	Planning
12/2/2020	ADDITIONAL STAFF	Service
12/6/2020	SECURITY / FIRST AID	Service
12/4/2020	ADA ACCESS	Technical
12/4/2020	EVENT FLOOR PLAN / SET-UP	Technical
12/2/2020	GUEST GREETERS / USHERS	Service
12/2/2020	REGISTRATION AREA AND PROCESS	Technical

SPECIFICATIONS			
EQUIPMENT REQUIRED	COMMENTS: AVAILABLE IN-HOUSE, SPEAKER WILL PROVIDE, ETC.		
LIGHTING	Available in-house, various colored lights and patterns		
SOUND	Available in-house, various songs by artists involved, music brought by planning company		
MICROPHONES	Available in-house, 2 needed		
STAGE	Long catwalk, will be brought by company and built on-site		
PODIUM	Not needed		
BACKGROUND MUSIC	Available in-house, various songs by artists involved, music brought by planning company		
DESCRIBE STAGING SET-UP AND REQUIREMENTS	Stage will be set up on site and will be built into a catwalk/runway.		
A/V POINT OF CONTACT	Sofie Wood	A/V PHONE	(404)725.1643
A/V EMAIL	sofie@sofiewood.com	ADDITIONAL STAFF	Technical Team
DESCRIBE ANY ADDITIONAL SET-UP REQUIREMENTS	N/A		

BUDGET TEMPLATE

EVENT TITLE	Louboutin's "Refurbished Hearts" Fashion Show	DATE(S)	February 14, 2021
PROJECTED # OF ATTENDEES	100	LOCATION	Hôtel Ritz Paris; 15 Place Vendôme, 75001 Paris, France

PROJECTED SUBTOTAL	ACTUAL SUBTOTAL	ACTUAL LESS PROJECTED
\$175,000.00	\$0.00	-\$175,000.00

CATEGORY	PROJECTED SUBTOTAL	ACTUAL SUBTOTAL	ACTUAL LESS PROJECTED	COMMENTS
Venue	\$3,400.00	\$0.00	-\$3,400.00	
Location Rental	\$2,000.00		-\$2,000.00	
Equipment Rental	\$500.00		-\$500.00	
AV Equipment	\$500.00		-\$500.00	
AV Staff	\$200.00		-\$200.00	
Wi-Fi	\$0.00		\$0.00	
Venue Tech Support	\$0.00		\$0.00	
Security	\$200.00		-\$200.00	
			\$0.00	
			\$0.00	
Décor	\$5,000.00	\$0.00	-\$5,000.00	
Lighting	\$1,500.00		-\$1,500.00	
Additional Signage	\$2,000.00		-\$2,000.00	
Additional Decorative Items	\$1,500.00		-\$1,500.00	
			\$0.00	
			\$0.00	
Food / Beverage	\$500.00	\$0.00	-\$500.00	
Bar	\$500.00		-\$500.00	
			\$0.00	
			\$0.00	
Event Programming	\$6,500.00	\$0.00	-\$6,500.00	
Speakers	\$2,000.00		-\$2,000.00	
Performers	\$0.00		\$0.00	Models are doing this as a free event.
Video Production	\$2,000.00		-\$2,000.00	
Presentation Graphics	\$2,000.00		-\$2,000.00	
Interpreters	\$500.00		-\$500.00	
			\$0.00	
			\$0.00	
Additional Entertainment	\$2,000.00	\$0.00	-\$2,000.00	
Music / DJ	\$2,000.00		-\$2,000.00	
			\$0.00	
			\$0.00	
Event Documentation	\$7,000.00	\$0.00	-\$7,000.00	
Photographer	\$2,000.00		-\$2,000.00	
Videographer	\$5,000.00		-\$5,000.00	
			\$0.00	
			\$0.00	
Travel	\$40,000.00	\$0.00	-\$40,000.00	
Flight / Driving	\$15,000.00		-\$15,000.00	
Lodging	\$25,000.00		-\$25,000.00	
			\$0.00	
			\$0.00	
Attendee / Guest Services	\$6,000.00	\$0.00	-\$6,000.00	
Storage	\$1,000.00		-\$1,000.00	
Swag	\$5,000.00		-\$5,000.00	
			\$0.00	
			\$0.00	
Registration	\$2,500.00	\$0.00	-\$2,500.00	
Software	\$1,500.00		-\$1,500.00	
ID Production	\$500.00		-\$500.00	
Signage	\$500.00		-\$500.00	
			\$0.00	
			\$0.00	
Communications	\$22,500.00	\$0.00	-\$22,500.00	
Printing / Fabrication	\$3,000.00		-\$3,000.00	
Additional Signage	\$3,000.00		-\$3,000.00	
Packets	\$1,500.00		-\$1,500.00	
Flyers	\$2,000.00		-\$2,000.00	
Schedules	\$1,000.00		-\$1,000.00	
Event Materials	\$12,000.00		-\$12,000.00	
			\$0.00	
			\$0.00	
Public Relations	\$5,000.00	\$0.00	-\$5,000.00	
Announcements	\$1,500.00		-\$1,500.00	
Graphics	\$2,000.00		-\$2,000.00	
Press Releases	\$1,500.00		-\$1,500.00	
			\$0.00	
			\$0.00	
Marketing	\$11,800.00	\$0.00	-\$11,800.00	
Email Marketing	\$2,000.00		-\$2,000.00	
Video Production	\$2,500.00		-\$2,500.00	
Photography	\$2,500.00		-\$2,500.00	
Design	\$1,500.00		-\$1,500.00	
Printing	\$3,000.00		-\$3,000.00	
Postage / Shipping	\$300.00		-\$300.00	
			\$0.00	
			\$0.00	
Social Media	\$14,000.00	\$0.00	-\$14,000.00	
Twitter	\$2,000.00		-\$2,000.00	
Facebook	\$2,000.00		-\$2,000.00	
Pinterest	\$2,000.00		-\$2,000.00	
Instagram	\$2,000.00		-\$2,000.00	
Google+	\$2,000.00		-\$2,000.00	
LinkedIn	\$2,000.00		-\$2,000.00	
Snapchat	\$2,000.00		-\$2,000.00	
			\$0.00	
			\$0.00	
Advertising	\$30,500.00	\$0.00	-\$30,500.00	
Online	\$3,000.00		-\$3,000.00	
Outdoor	\$4,500.00		-\$4,500.00	
Radio	\$2,000.00		-\$2,000.00	
Television	\$20,000.00		-\$20,000.00	
Postage / Shipping	\$1,000.00		-\$1,000.00	
			\$0.00	
			\$0.00	
Sponsors	\$4,000.00	\$0.00	-\$4,000.00	
Acquisition	\$2,000.00		-\$2,000.00	
Communication	\$1,000.00		-\$1,000.00	
Thank You Gifts	\$1,000.00		-\$1,000.00	
			\$0.00	
			\$0.00	
Logistics	\$14,300.00	\$0.00	-\$14,300.00	
Insurance	\$10,000.00		-\$10,000.00	
Contracts	\$4,000.00		-\$4,000.00	
Permits	\$300.00		-\$300.00	
			\$0.00	
			\$0.00	