

# SOP: Event Planning Initiation and Goal Setting

This SOP details the process of **event planning initiation and goal setting**, covering initial event concept development, stakeholder identification, objective definition, resource assessment, timeline establishment, and success criteria determination. The aim is to create a clear foundation and strategic direction for successful event execution by aligning goals with stakeholder expectations and available resources.

## 1. Purpose

To establish a standardized approach for initiating event planning and setting clear, measurable goals that guide event execution, align stakeholders, and maximize resource utilization.

## 2. Scope

This SOP applies to all staff and stakeholders involved in the planning of events.

## 3. Responsibilities

Role	Responsibility
Event Planner/Project Lead	Coordinate initiation, develop concept, identify stakeholders
Stakeholders	Provide input, confirm goals, approve objectives
Resource Manager	Assess available resources and constraints

## 4. Procedures

- 1. Event Concept Development**
  - Gather initial ideas and define the event's purpose, target audience, and potential impact.
  - Document basic event type, scope, and preliminary vision.
- 2. Stakeholder Identification and Engagement**
  - Identify all primary and secondary stakeholders.
  - Engage stakeholders for input on event objectives and potential outcomes.
- 3. Objective Definition**
  - Define SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives for the event.
  - Document how each objective supports both organizational goals and stakeholder needs.
- 4. Resource Assessment**
  - Identify available budget, human resources, venue options, technologies, and materials.
  - Assess constraints and opportunities for each resource category.
- 5. Timeline Establishment**
  - Outline major milestones from planning initiation to event completion.
  - Assign tentative deadlines for each phase.
- 6. Success Criteria Determination**
  - Define qualitative and quantitative criteria for event success (e.g., attendance numbers, budget adherence, stakeholder satisfaction, media coverage).
  - Establish methods for monitoring and evaluation.

## 5. Documentation & Output

- Event Brief/Initiation Document
- Stakeholder Register
- Objectives Log
- Resource Assessment Report
- Preliminary Event Timeline
- Success Criteria Checklist

## 6. Review & Approval

1. Submit all initiation documents to project sponsor or approving body.
2. Confirm agreement on objectives, scope, and evaluation criteria before project advances to active planning.

**Revision History:**

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