

SOP Template: Event Concept Development and Objective Setting

This SOP details the process of **event concept development and objective setting**, encompassing the creation of innovative event themes, defining clear and measurable objectives, aligning event goals with stakeholder expectations, and establishing a strategic framework to guide event planning and execution. The purpose is to ensure a cohesive and purpose-driven event that meets target audience needs and achieves desired outcomes.

1. Purpose

To provide a structured approach for developing creative event concepts and setting measurable objectives that align with organizational and stakeholder expectations.

2. Scope

This SOP applies to all employees and stakeholders involved in the planning, development, and execution of events.

3. Responsibilities

| Role | Responsibility |
|---------------|---|
| Event Manager | Leads concept development and objective setting; ensures alignment with stakeholders. |
| Event Team | Contributes ideas, conducts research, drafts objectives. |
| Stakeholders | Provide input, feedback, and approve final event concept and objectives. |

4. Procedure

- Initiate Concept Development**
 - Conduct brainstorming sessions with event team and stakeholders.
 - Research industry trends, past event feedback, and audience demographics.
- Define Event Objectives**
 - Set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives.
 - Prioritize objectives based on organizational goals and event purpose.
- Align with Stakeholders**
 - Present proposed concept and objectives to key stakeholders for feedback.
 - Revise as necessary to reflect stakeholder expectations and strategic directions.
- Establish Strategic Framework**
 - Develop a high-level event plan outlining key themes, objectives, and success metrics.
 - Set milestones and assign responsibilities for ongoing planning and review.
- Document and Communicate**
 - Document the finalized event concept and objectives.
 - Distribute documentation to all team members and stakeholders.

5. Documentation & Records

- Event Concept Document
- Objective Setting Worksheet

- Stakeholder Meeting Minutes
- Approval Sign-Off Sheet

6. Review & Continuous Improvement

- Review objectives and event concept post-event for effectiveness.
- Solicit feedback from team and stakeholders for future improvements.

7. References

- Company Event Planning Policy
- Stakeholder Engagement Guidelines
- SMART Objectives Framework