

PR Event Plan Template

1	Event Objective What do you want to achieve? (e.g., raise awareness, attract partners, build trust, launch a product)	<i>Place for your answer</i>
2	Target Audience Who is this event for? (community members, journalists, funders, potential customers, online followers)	<i>Place for your answer</i>
3	Key Message What's the story you want attendees to walk away with? (e.g., "Our venture is transparent and community-driven.")	<i>Place for your answer</i>
4	Event Format & Activities What type of event will it be? (workshop, launch, clean-up drive, webinar, panel, networking session) What activities will happen? (demos, storytelling, Q&A, hands-on sessions)	<i>Place for your answer</i>
5	Logistics & Resources Where and when will it take place? What tools, materials, or people are needed?	<i>Place for your answer</i>
6	Follow-Up Plan How will you stay connected with participants? (thank-you emails, photos/videos on social media, feedback forms) How will you amplify the story beyond the event? (press release, blog, online recap)	<i>Place for your answer</i>