

PART 2: Audience & Achievements

Before planning any event, know why you're planning it and who you are planning it for.

1. Why are you doing this?

What I want to give . . .	What I want to get . . .

2. Who is your audience?

Focus on the characteristics of your audience to move beyond generalities (i.e., people who like cultural/artistic/civic events). Specific details will help you design and promote your event.

List 5 specific traits of the audience you want:

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3. What is the thing you most want to achieve with this event? What's the outcome of all this?