

Checklist

Major and Other Events

1. Has the occasion and the objective of the event been clearly defined?
2. Is the number of people, the target group known?
3. Has the venue been defined and has it already been booked/reserved?
4. Will it be an open air event?
5. Has the style of the event been decided on, for example festive, sporty, elegant or hip?
6. Have date and time been set?
7. Is there a fixed budget for the event?
8. Are certain special effects planned?
9. Is the event to be recorded?

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