



WHEN ORGANISING AN EVENT OR ACTION - ask:

- **WHY** - What is my reason to organise?
What are the reasons for people to participate?
- **FOR WHOM** - What can I offer & promise to the participants & organisers & suppliers?
- **WHAT** - What does the sponsor expect as an outcome?
What would I like to see/hear/feel at the end?
- **HOW** - What can help me reach the goal?
What can be interesting & suitable for the participants?
- **WHEN&WHERE** - How can I make use of your resources?
What timing works for me & the group? What can I influence at the venue?

Is it something I want to do & can do?