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Write a Detailed Production Plan

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The final step in designing a successful event is to write a detailed production plan. Your production plan will take some time, but it will keep event staff on track, especially when time becomes a consideration. Following is a list of the categories Skyline Talent & Events includes in any event production plan. Some plans are more elaborate, depending upon the details of the event.

Production Plan Inclusions:

1. Project description including context, theme and mission statement
2. Analysis of the site(s) you will be using
3. Site maps and floor plans
4. The number of participants the project can accommodate (capacity)
5. Summary of underwriting, including sponsorship(s)
6. A detailed project budget
7. Plans for marketing the event (if applicable)
8. Plans for publicizing the event and dealing with media (if applicable)
9. A detailed time line showing staff person responsible for each task
10. The names and numbers of staff members working on the project
11. Names and numbers of artists, outside consultants, volunteers, underwriters and sponsors involved in the project
12. Copies of all contracts, including event contract (if applicable) and those with all artists, technicians, consultants and vendors
13. Analysis of the number of volunteers needed and their job descriptions
14. Rules for the project (when applicable)
15. Sample communications; e.g. call to participants, instructions to volunteers
16. Copies of required permits and licenses
17. Copies of insurance documents with name and phone number of agent
18. Safety and emergency plans, including names and phone numbers of key support people
19. List of supplies with copies of purchase orders
20. Copies of relevant correspondence