VALLEY FORGE PLANNING GUIDE

Thank you for considering the Valley Forge & Montgomery County, PA area for your next event!

This is a working document for YOU to keep yourself on track throughout the planning process. The Valley Forge Tourism & Convention Board (VFTCB) looks forward to assisting you and welcoming you to the area!

meet@valleyforge.org
610-834-1550

PRO TIPS:

Items marked with "⭐" can be hovered over with your mouse for more information! (Hover over the text box)

USER GUIDE:

The planning timeline / checklist is broken down into 4 Phases:

PHASE ONE:
Preparation - all the things to have done prior to booking event

PHASE TWO:
Planning / Details - booking event, working through details, planning everything out

PHASE THREE:
Finalize - review, set up, and enjoy

PHASE FOUR:
Post Event - closing out funds, writing reviews, thanking volunteers

PHASE ONE: PREPARATION

⭐ **TARGET DATE (MM.DD.YYYY)**

_____ **Determine a budget**
see next page for the VFTCB Budget Worksheet

_____ **Determine a location**

⭐ _____ **Outline the specifics of your event***
If you are not sure what to include, reach out to the VFTCB for guidance

⭐ _____ **Determine 'local champion' and contact information if applicable**

_____ **Recruit volunteers to assist with planning & delegate planning committees**

_____ **Discuss ideas with any past chairpersons and/or 'local champions'**

_____ **Host planning meeting to determine what activities, food, and beverages to include in the schedule of events**

_____ **Consider opening an event bank account to easily track income & expenses**

⭐ _____ **Contact the Valley Forge Tourism & Convention Board at 610.834.1550 for assistance in finding hotels, venues, restaurants, entertainment, and complimentary services***

PHASE TWO: PLANNING & DETAILS

TARGET DATE (MM.DD.YYYY)

⭐ _____ **Finalize hotel accommodations***

⭐ _____ **Choose menus for each meal**

_____ **Streamline the budget with the known costs of the event**

⭐ _____ **Plan decorations and any other supplies you may need**

_____ **Build excitement leading up to the event by including destination highlights, activities in the area, as well as all event information**
If sending Newsletters or posting on Group Pages, please refer to our Visit Valley Forge App: valleyforge.org/visit-valley-forge-app/

_____ **Connect with VFTCB for complimentary services to enhance your event!***

PHASE THREE: FINALIZE

TARGET DATE (MM.DD.YYYY)

⭐ _____ **Determine hotel / venue staff contact for day of event**

_____ **Review final details with all committee members and volunteers**
Solve any last minute issues

_____ **Set up displays, any rented equipment, decorations, & the Visit Valley Forge App Sign**
If permissible by event venue

_____ **Enjoy!**

PHASE FOUR: POST

TARGET DATE (MM.DD.YYYY)

_____ **Settle accounts with all vendors**

_____ **Write 'thank you' notes to volunteers, hotel / venue staff, etc.**

⭐ _____ **Write online reviews for venue / vendors**

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*Complimentary VFTCB Assistance Offered

EVENT SPEND CALCULATOR

EVENT INCOME	CASH / DEBIT
Contributions / Donations	$ _____
Registration Fees	$ _____
Door Prizes / Awards	$ _____
Other: _____	$ _____
Other: _____	$ _____
Other: _____	$ _____
SUBTOTAL	$ _____

PRE EVENT EXPENSES	DEDUCTIONS/CREDITS
Deposits	$ _____
Registration Supplies	$ _____
Postage	$ _____
Decorations / Banners / Welcome Signage	$ _____
Awards / Certificates / Prizes	$ _____
Program Printing	$ _____
Rentals	$ _____
Displays	$ _____
Entertainment / Music	$ _____
Photography / Videography	$ _____
All Meals	$ _____
Beverages	$ _____
Other: _____	$ _____
Other: _____	$ _____
SUBTOTAL	$ _____

ADDITIONAL SERVING FEES, TAXES, & GRATUITY

Sales Tax	✪ (___ %)	$ _____
Service Charge	✪ (___ %)	$ _____
Gratuity	✪ (___ %)	$ _____
Tip		$ _____
Other: _____		$ _____
SUBTOTAL		$ _____

POST EVENT EXPENSES	
Postage	$ _____
Other: _____	$ _____
Other: _____	$ _____
Other: _____	$ _____
SUBTOTAL	$ _____

EVENT TOTAL SPEND	$ _____
TOTAL INCOME VS SPEND	$ _____