

A PRACTICAL WORKBOOK FOR CHURCH TEAMS

Church event planning workbook

A practical guide from the first plan to the final review.

FOR Pastors, church administrators, ministry leaders, event teams, and trained volunteers

INSIDE THE WORKBOOK

- Define the event and assign work.
- Prepare the registration process, communication, team, and venue.
- Coordinate event day and complete follow-up.

ABOUT ENGAGE SPOT

Engage Spot helps churches increase engagement, communicate consistently, and do more ministry without adding more manual work.

Define the event and assign the work

Agree on the purpose and main decisions. Assign responsible people before the team starts detailed work.

Event name _____	Ministry or team _____
Responsible person _____	Event date _____ Version date _____ _____

PURPOSE

Write a short event plan

Why will we hold this event? _____ _____	Who do we hope to serve? _____ _____
What can people do after the event? _____ _____	Why is an event a suitable format? _____ _____

MAIN DECISIONS

Confirm the plan

Decision	Answer
Date and time	
Location and capacity	
Need for registration	
Person responsible for the budget	
Person responsible for the event	
Ministry or pastoral leader	
Approval that the team needs	
Main backup plan	

WORK PLAN

Assign each area

Set each due date in relation to the event date. Use a schedule that fits the event.

Action	Responsible person	Due	Status
Approval and budget			
Venue and facilities			
Registration			
Communication			
Volunteers			
Final event preparations			
Follow-up			

Plan registration and communication

Collect only useful information. Give people current details and a clear action.

REGISTRATION DECISION

Decide what the team needs

Is registration needed? ☐ Yes ☐ No	Why does the team need registration? For example: capacity, food, materials, or updates
Who is responsible for registration and questions?	How will confirmations, changes, and cancellations work?

FORM INFORMATION CHECK

Review each form field

If the team does not need the information, do not ask for it.

Information	Why the team needs it	Who can see it	When to remove it
1.			
2.			
3.			

COMMUNICATION PLAN

Keep current event information in one place

Main invitation message	One action for people to take
Place for current event details	Ways to communicate
Person responsible for messages	Person responsible for replies
How will we communicate a change?	

MESSAGE CHECK

Check each message before you send or publish the message

☐ Event, date, time, and location are correct.	☐ The action is clear.
☐ Arrival and access information is useful.	☐ The message does not pressure people or give a false deadline.
☐ The team uses the church-approved permission process.	☐ People have a reasonable way to stop messages.

Prepare people and the venue

Help the team welcome people, complete the work, and know where to get help.

WALK THROUGH THE EVENT

Walk through the event as an attendee

☐ Parking and drop-off	☐ Entrance	☐ Signs	☐ Registration
☐ Seating and activity areas	☐ Washrooms	☐ Accessibility information and help	☐ Exit

VOLUNTEER PLAN

Give each person a clear role and task

Role	Person responsible	Arrival	Main task	Briefing
Welcome				
Registration				
Hospitality				
Programme				
Safety and first aid				
Setup and cleanup				

FINAL PREPARATION DECISIONS

Record each final preparation plan

Record the responsible person and the plan or reference.

Decision	Responsible person	Plan or reference
Accessibility requests		
Approved policy for children or vulnerable people, if applicable		
Food and allergy plan, if applicable		
Church emergency plan		
Decision about photos and recordings		

Event-day schedule

Share the current schedule, responsible people, and contact details with the event team.

Time	Activity	Responsible person	Location	Notes
	Venue opens			
	Setup			
	Equipment test			
	Volunteer briefing			
	Doors open			
	Part of the program			
	Break and food			
	Closing and next step			
	Cleanup			
	Secure the building			

EVENT-DAY CONTACTS

Know who is responsible for each area

Contact	Name and contact method
Person responsible for the event	
Facilities	
Programme	
Registration	
Volunteer lead	
Safety or first aid	
Pastoral care	

FINAL DETAILS

Record what the team needs

Place for current event information

How the team will share urgent information

Elements that can be shortened or removed

Return of supplies and keys

Complete follow-up and review the event

Complete promised actions. Save what the next planning team can use.

FOLLOW-UP ACTIONS

Complete each remaining action

Action	Responsible person	Due	Status
Thank volunteers and partners			
Send promised information			
Answer open questions			
Give each request for pastoral or ministry care to the responsible person			
Complete payments and returns			
Review the participant information that the church keeps			
Save approved event files			

TEAM REVIEW

Record what the team learned

Did the event meet its purpose?	How did people participate?
What caused confusion or delay? What made participation difficult?	What incidents, open questions, or promised actions remain?
What will we keep, change, or stop?	Who will update the saved plan?

IMPROVEMENT PLAN

Assign each useful change

What to improve	Action	Responsible person	Due

Final file location	Person who updated the plan and date
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