

# Event Diagnostic Questionnaire

(Tourism Tasmania January 2005)

## 1. What is the name of the event?

How would you describe your event in a few words?

Does your event have a central focus?

Does the name project the image of the event that you wish to create?

Does anyone else use a similar name?

What activities comprise the event?

What are your aspirations for the event?

## 2. When will the event be held?

What other events will your event be competing with?

Are there opportunities to cooperate with other events for mutual benefit?

Is the infrastructure necessary available at this time?

Will the accommodation and service industry have the capacity at this time?

Will the likely weather conditions be suitable?

How often will the event be run?

Is the lead-time sufficient? (to meet bidding deadlines and quality standards)

## 3. Where will the event be held?

Is this location accessible to your perceived market?

Are all the facilities required available?

Are the facilities of a standard that will meet customer expectations?

Will the event impact on other users?

Have you authorisation to use the location proposed?

Can the location cope with the numbers projected for the event?

## 4. What are the goals or aims you have for the event?

What is your financial goal?

How many people do you aim to attract?

Do you wish to stimulate economic activity?

Do you want to achieve social outcomes?

Do you wish to increase participation in the activity?

Do you wish to promote the location or region?

What is the projected life of the event?

Does everyone share the vision and understand the goals?

## 5. What market are you targeting for your event?

How large is the market?

Is there an opportunity or gap that you are targeting?

Are there any other competitors in the market place?

What is the growth potential of the market?

How will you promote your event to the market?

## 6. Who are your customers?

Who are your core customers?

Who are your peripheral customers?

Where do your customers come from?

What do your customers want?  
 What proof do you have that they want your event or product?  
 How much time do your customers have?  
 How much will they pay for the event or service?  
 What would you like them to remember?

**7. How will the event be organised?**

Under the auspice of which organisation will it be run?  
 Who are the people that will organise the event?  
 Who will organise specific activities within the event?  
 Are people with suitable skills, knowledge and experience to organise the event or its activities accessible and available?  
 What is the management structure of the organising group?  
 Are all positions within the management structure clearly defined?  
 Is the management structure sustainable?

**8. How much will the event cost?**

Where will income be obtained to pay for it?  
 Do you intend to source grants? If so, which ones?  
 Do you intend to seek sponsors? If so, who are your best prospects?  
 Do you intend to charge your customers? If so, how much?  
 How will you collect the money from your customers?  
 What other potential revenue streams are possible?

**9. What are the main risks associated with the event?**

Can the risks be managed to satisfy customer and community?  
 Is compliance achievable for all legal requirements of the event?  
 What rules, guidelines or codes will be used to guide activity?  
 How much will safety management cost?  
 Is suitable insurance available and at what cost?  
Do you document all your plans and procedures?

**10. What are the critical factors for the development of the event?**

Is the support of any organisation or person essential?  
 Are there any critical timelines that must be met?  
 Is the success of the event dependent on the success of any other project?  
 What research or knowledge do you have to ensure that all the decisions you are making are based on the best possible information?  
 How will you know if your event has been a success?  
 Do your aspirations match your ability?

**Now prioritise the issues you need to address:**

1.	7.
2.	8.
3.	9.

4.	10.
5.	11.
6.	12.