**Event Facilitation Questions**

The following tables are intended to be used by event organizers to clarify the event purpose, objectives, and audience while also considering diverse perspectives to uncovering assumptions or gaps. The tables also support event organizers in prioritization of criteria for the evaluation stage.

It is expected that event organizers consider each of these questions for their events. Depending on the size and scope of the event, the discussion and length of answer may be minimal. In other cases, it is expected that the organizers may have substantial discussion and need to look for additional input sources before a question can be considered answered.

For questions about people, such as who was or was not consulted, it is expected that the analysis will be conducted with a GBA Plus perspective, considering different groups of people with different identities (see[**Events** **Framework Overview**](https://acec-bc.ca/events-framework/)).

The table is structured such that event organizers can record their discussion and answers as they work through the questions, resulting in a succinct summary of key event information. These tables should be completed sequentially, allowing organizers to walk through the assessment process with an open mind and allowing the event type details to be arrived at based on the process.

These questions explore the event objectives, audience, and key messages, supporting event organizers in clarifying key aspects of the event while also considering diverse inputs and perspectives in defining objectives and in the assessment of the intended audience.

| **No.** | **Question** | **Discussion Notes and Answer** |
| --- | --- | --- |
| **Event Objectives** | | |
| 1.01 | What are the three reasons for ACEC-BC to invest (time, money, expertise) in this event? | 1.  2.  3. |
| 1.02 | What differentiates this event from other industry events? |  |
| 1.03 | What are the three (or more) things that must occur for this event to be a success for ACEC-BC?  *Please be specific and consider measures of success.* | 1.  2.  3. |
| 1.04 | Who did you consult with to identify your objectives?  *This could include ACEC-BC staff, different committees, ACEC-BC members, and non-members, including proposed presenters.* |  |
| 1.05 | Who did you not consult with that may provide important/different perspective about the event objectives?  *This could include ACEC-BC staff, different committees, ACEC-BC members, and non-members, including proposed presenters.* |  |
| **Target Audience** | | |
| 1.06 | Who is this event being organized for?  *Please be specific, considering factors such as members/non-members, career stage, experience level, role in firm, firm size, geographic location, area of practice, etc.* |  |
| 1.07 | What decision factors may be important to your audience?  *Consider factors such as travel time, cost, time of day, value offered, etc. Be specific about these factors for your audience and consider not just the majority or typical audience from similar past events.* |  |
| 1.08 | Who have you consulted to help identify your target audience and important decision factors? |  |
| 1.09 | What data did you look at to help identify your target audience and important decision factors? |  |
| **Key Messages** | | |
| 1.10 | Considering your event objectives and audience, what are the top 3 takeaways you want attendees to remember after the event?  *Be specific in these messages – they need to differentiate this event from other events.* | 1.  2.  3. |
| 1.11 | Who did you consult to identify these key messages? |  |
| 1.12 | Did you miss any different perspectives in developing the key messages?  *Who did you not consult that may have an important perspective?* |  |