*WLS Trustee Institute, Katonah Village Library, April 3, 2014*

**Creating Signature Events**

Cassie Guthrie, Pioneer Library System, Canandaigua, NY

Planning Worksheet

|  |
| --- |
| Think about events you have attended. Which did you enjoy most? Least? Why?  |
| Mission Statement (why you’re doing this event): |
| Goals (big picture things):1.2.3. |
| Objectives (specific, measurable, realistic): |
| Objectives for Goal 1:1.2.3. | Objectives for Goal 2:1.2.3. | Objectives for Goal 3:1.2.3. |
| Format Ideas (Dinner? Golf outing? 5K?):  |
| Theme Ideas (reflects identity/values of your library): |