**City of Toronto Neighbourhood Microgrants Program**

**Event Planning 101 Workshop**

**Five W’s**

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| **WHO** is this event for and who might you be leaving out? |  |
| **WHAT** will be taking place at this event: music, dance, workshops, discussions, training, fashion show? Are the activities you are planning the right fit for your target audience? What special considerations might you need to make? Do you need a permit to sell food? |  |
| **WHERE** will your event be held? Is the space the right fit for the community you are trying to reach? Is it accessible for people with disabilities or other special needs? Is it TTC accessible? What are the costs for renting the space? |  |
| **WHEN** will your event take place? Time of year? Time of day? Length of event? Are you taking into consideration how rental costs, venue/artist bookings, weather, city by-laws affect when your event takes place? Is it easier for people to attend in the evening or weekend? |  |
| **WHY** is your event urgent or needed?  |  |