

**Event outline (WHAT/ WHO/ WHY)** *Stick post it notes you are given here!*

**Overall aim for this event**

**Objectives for the event: (Remember to make them SMART!)**

*By the end of the event, those who came will have:*

## WRITING AIMS AND OBJECTIVES

### AIMS

An aim is a general statement of intent. It describes what those attending an event might get out of it or what those running the event will do.

### OBJECTIVES

An objective is a more specific statement about what those attending an event should know or will be have done by the end of the event. They should be SMART:

**S**pecific

**M**easurable

**A**chievable

**R**elevant

**T**imely/ time-bound

### EXAMPLE

For an 'Apple Day' event at a community orchard, the aims and objectives might be:

#### AIM

For local residents to find out more about the community orchard and how they can get involved.

#### OBJECTIVES

By the end of the event those that attended will have:

- Learned the names of some varieties of British apples that can be grown in Derbyshire
- Tasted some of the apples and produce made from them
- Found out what the volunteer group has done so far
- Found out about future volunteering opportunities in the community orchard
- Added their details to the mailing list to get further information about events/activities