Event Planning Checklist

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| **Before the Event** |
|[ ]  Establish a budget, estimate number of attendees, develop attendance pricing (and promotional pricing for speakers’ guest, large groups) |
|[ ]  Name the event |
|[ ]  Establish the day, date, time, and location (anticipate number of guests, avoid holidays, other industry event dates and major sports game days) |
|[ ]  Reserve the venue (space/room/floor plan, technical equipment, food/beverage, parking, security, insurance) |
|[ ]  Develop the program (goals/mission, theme, logo, workshop/session topics) |
|[ ]  Make arrangements for other services (food, music, entertainment, flowers, transportation, photography, coordinator/facilitator). Remember to make food options available for vegetarians and individuals with food allergies. |
|[ ]  Invite speakers (obtain bio, abstract, white paper, presentation slides) |
|[ ]  Reach out and work with influencers, thought leaders, and media to promote the event |
|[ ]  Set-up registration (create video invitation, links to webinars, share photos, video of past event if reoccurring) |
|[ ]  Send out invitation/distribute information (via social media, e-mail, website); notify award recipients, (include parking and lodging details)- Promotional Plan |
|[ ]  Engage attendees to get them excited for the event (utilize apps) |
|[ ]  Identify sponsors & exhibitors |
|[ ]  Identify staff/volunteers and provide training/direction/rehearsal |
|[ ]  Purchase branding (business cards, table banner, tent, signs, brochures, give-away items), speaker gifts, awards  |
|[ ]  Prepare presentation (slides) |
|[ ]  Prepare name badges and registration list |
|[ ]  Send out event reminders |
|[ ]  Confirm final arrangements with venue and other service providers |
|[ ]  Purchase other supplies needed on-site on the day of the event (make checklist of items needed on day of event) |
| **During the Event** |
|[ ]  Set-up signage (directions to event room, presentation topics/speakers) and decor |
|[ ]  Set-up and check audio-visual equipment |
|[ ]  Set-up registration (attendee list, pens, badges, cash box/credit card reader) |
|[ ]  Distribute information (programs, brochures, promotional items) |
|[ ]  Assist sponsors with display booth set-up |
|[ ]  Hold the event activities |
|[ ]  Record, stream live, take pictures |
|[ ]  Provide breaks (food/refreshments, networking, bathroom breaks) |
|[ ]  Network/meet new people |
|[ ]  Distribute surveys to attendees |
|[ ]  Announce upcoming events |
|[ ]  Thank speaker (with gift) and attendees |
|[ ]  Pay remaining expenses |
| **After the Event** |
|[ ]  Send thank you to speakers, staff, and attendees |
|[ ]  Publish content presented at the event |
|[ ]  Posts pictures and a summary of the event |
|[ ]  Review lessons learned and survey results (consider implementation) |
|[ ]  Follow-up with contacts met at the event |
|[ ]  Provide an invitation to attendees to the next event |
|[ ]  Record and review event expenses and revenues |