

EVENT CHECKLIST

4-6 Months Ahead of Event

- Establish your event goals and objectives and develop a Master Plan – including back-up plans.
- Select the date. *Make sure it does not conflict with any other events or any major holidays.*
- Identify venue and negotiate details. What kind of insurance is required? Can you serve alcohol?
- Get cost estimates and create an event budget.
- Recruit an event committee – consisting of event manager or chair and sub-committee chairs.
- Brand your event – create an event website, develop a logo and tagline, add to social media.
- Identify and confirm speakers/presenters/entertainers/sponsors/partners.

3-4 Months Ahead of Event: Starting to Ramp Up

- Speakers - Get Bios, arrange travel and accommodation, have contracts signed.
- Financial/Administration - Determine fees, finalize sponsors, release early-bird tickets.
- Venue and logistics planning - Determine menu, A/V equipment, registration set-up, parking, signage, security needs, special permits, licenses, insurance, accessibility requirements, etc.
- Request logos from corporate sponsors for online and printed materials.
- Create event script, programs, posters, tickets, publicity pieces.

1-2 Months Prior To Event: Keep on Going

- Send reminders to your contact list regarding registration and participation
- Confirm travel and accommodation with presenters/speakers and request copy of speeches
- Get promotional materials you'll be sharing at the event
- Release press announcements about keynote speakers, celebrities, VIPs attending, etc.
- Close early-bird tickets; release standard pricing

1 Week Prior to the Event: The Home Stretch

- Meet with Committee and confirm all details against Master Plan
- Finalize script and assign practice sessions for anyone who has a speaking slot.
- Brief any/all hosts, greeters, volunteers about their event duties and timelines.
- Do a final registration check- create name badges and provide final count to caterer.

1 Day Before the Event: Almost There

- Ensure all promo items, gifts, plaques, trophies, etc. are on-site and signage is in place.
- Ensure all A/V equipment is set up and working properly.

Event Day: Your Time to Shine

- Ensure you have copies of scripts, directions, phone numbers, keys, permits, guest lists, etc.
- Check in with event Committee, catering, and sponsor teams. Greet attendees.

Immediately Following Event: Post-Event Follow-Up

- Gather all receipts and documentation, final registration data, etc. and update budget.
- Send thank-you's to Sponsors, Volunteers, Speakers/presenters, Donors, and media.

Post-event

- Send out an email with highlights from the event and share on social media.
- Thank participants. Share how they can support you throughout the year.
- Conduct a thorough evaluation of the event.