Checklist for Planning a Great Event
This checklist can help you ensure you are following these 8 principles while planning your event.

✓ The WHY for my event is clearly defined and addresses these questions:
  • What is the current situation or need that calls for this event?
  • What change, improvement, or remedy to that situation or need will occur as a result of this event?
  • What do you want the event participants to learn and contribute during the event to help achieve this change?

✓ It is clear WHO the target participants are, and the invitation/announcement process has been tailored accordingly. It has been verified that the relevant key participants and/or decision-makers will be in attendance.

✓ WHERE the event will take place has been reserved and its size and accessibility are appropriate for the intended participants. If the venue options are fixed or limited, creative adaptations to the room have been implemented.

✓ WHEN the event occurs is in line with participant availability and the duration needed to achieve the goals of the event.

✓ WHAT the content of the event focuses on has been carefully thought-through and sequenced with appropriate break time built in.

✓ How the content is presented is ENGAGING from the very beginning to the very end. The event format and activities are interactive, use humor, and center participants as experts AND learners. It is clear to participants from the start what the goals of the event are and what is expected of them.

✓ The event is intentionally INCLUSIVE and involves members of the community(ies) that the topic of the event addresses, represents multiple points of view on the topic, is as accessible as possible to people with disabilities, and is available in some format online during or after the event for those unable to attend.

✓ Event organizers and facilitators will STAY TRUE to the event description and avoid any last minute changes. The goals and ground rules of the event are posted in a central location.

✓ The event USES VISUALS wisely and as much as possible.

✓ The THREE MAIN TAKEWAYS are summarized and shared before, during, and/or after the event.

✓ Time and space are created for FEEDBACK during and at the end of the event. Responses to feedback occur in real-time as much as possible and are clearly communicated after the event.