

Event Planning

A Helpful Checklist

Early Stages

- Determine the type of event - size and atmosphere
- Organize yourself with an event binder or folder
- Develop the budget
- Select venue
- Plan the logistics - catering, AV equipment, venue set-up
- Recruit speakers
- Recruit sponsors, if needed

Next Steps

- Confirm Speakers
- Update sponsors on progress
- Finalize all contractors - caterers, AV company, printers, florist, etc.
- Determine day of flow - signage, parking, and access points
- Confirm delivery times with venue
- Decide on media invites and invite selected press outlets
- Finalize flow of program - slides, videos, speaker list and share with AV company and venue
- Send invitations
- Finalize all printed materials and send them to printer
- Hire photographer and videographer, if needed

Two Weeks Out

- Finalize requirements with speakers (slides they will show, etc)
- Start packing a box of materials to take to the venue (office supplies, extra computer cords, duct tape)
- Coordinate volunteers or staff - assign them to check-in desk, ushers, speaker greeters, press liaison
- Confirm 'shot list' with photographer (speakers at podium, guests mingling, logo in background, etc)

One Week Out

- Verify event running order with venue
- Site walk-through with volunteers or staff
- Finalize and print the event running order and distribute to all parties (venue, caterers, photographers, volunteers)
- Print name tags
- Finalize your supply box - don't forget: stapler and staples, scissors, tape, pens, pencils, all relevant phone numbers

Day of the Event

- Arrive early to check the venue - sound check, catering set-up, backdrop and other branding in place, directional signage in place.
- Make sure check-in desk is tidy and organized. Name tags are visible and organized.
- Have staff and volunteers arrive early. Give them a final briefing and a word of thanks for their participation.
- Do sound check or run-through with speakers
- Speak with press and distribute press release.

Post Event

- Debrief with all relevant participants and write up list of suggestions for the next event, if necessary.
- Pay invoices
- Thank everyone involved with the event - speakers, volunteers, and sponsors with hand-written notes, if possible.
- Send photos to media