**EVENT PLANNING CHECKLIST**

Print off this checklist and use it to remember everything you need to leading up to your event

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|  | **Done** | **Person Responsible** | **Approx. Hours To Complete** | **Due** |
| **4 – 6 Months Ahead of Event** |
| Establish Your event goals and objectives | [ ]  |  |  |  |
| Select the Date | [ ]  |  |  |  |
| Establish Your event goals and objectives | [ ]  |  |  |  |
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|  **Get Cost Estimates**[ ]  Room Rentals[ ]  Room Rentals[ ]  Room Rentals[ ]  Room Rentals[ ]  Room Rentals | [ ]  |  |  |  |
| Establish Your event goals and objectives | [ ]  |  |  |  |
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|  **Get Cost Estimates**[ ]  Room Rentals[ ]  Room Rentals[ ]  Room Rentals[ ]  Room Rentals[ ]  Room Rentals | [ ]  |  |  |  |
| Establish Your event goals and objectives | [ ]  |  |  |  |
| Identify and contact sponsors/partners | [ ]  |  |  |  |
| Determine if you need event registration software to make the process easier | [ ]  |  |  |  |
| Determine if you need other event management software | [ ]  |  |  |  |
| Release early-bird tickets | [ ]  |  |  |  |

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|  **3-4 Months Ahead of Event** |
|  Build out required documents for your team  | [ ]  |  |  |  |
|  **Speaker/presenter/entertainer liaison**[ ]  Finalize presentation/speech topics[ ]  Get bio information, photo[ ]  Travel & accommodation arrangements[ ]  Have contracts signed if appropriate[ ]  Ask speakers to start promoting and sharing it with their network | [ ]  |  |  |  |
|  **Determine if you need event registration software to make the process easier**[ ]  Determine registration fees[ ]  Set up and enable online registration[ ]  Finalize sponsor levels and amounts[ ]  Identify items to be underwritten and accounting tracking details | [ ]  |  |  |  |
|  **Venue and logistics planning**[x]  Determine and arrange all details re menu, A/V equipment, registration set-up, parking, signage, etc.[ ]  Review security needs/plan for the event with venue manager[ ]  Investigate need for any special permits, licenses, insurance, etc.[ ]  Assess accessibility requirements and communicate to staff | [ ]  |  |  |  |
|  **Follow publicity plan**[ ]  Develop draft program[ ]  Create draft event script[ ]  Develop publicity pieces[ ]  Request logos from corporate sponsors for online and printed materials[ ]  Develop and produce invitations, programs, posters, tickets, etc.[ ]  Develop media list & prepare News Release, Media Advisory, Backgrounder and all media kit materials[ ]  Enable/create email event notifications [ ]  Create a Facebook event page[ ]  Develop a promo video and post on YouTube and your Facebook page[ ]  Register your event on a variety  of online event calendars[ ]  Create some buzz on your blog or member forums[ ]  Determine VIPs and create invitation & tracking document[ ]  Order any desired event swag | [ ]  |  |  |  |

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| **1-2 Months Ahead of Event** |
| Send reminders to your contact list registration and participation | [ ]  |  |  |  |
| **Reach out again to presenters/speakers regarding**[ ]  Confirming travel and accommodation details[ ]  Request copy of speeches and/or. Presentations | [ ]  |  |  |  |
| **Sponsorship finalization**[ ]  Follow up to confirm sponsorships and underwriting[ ]  Get any promotional materials you’ll be sharing at the event[ ]  Ask sponsors to share event on their promotional channels | [ ]  |  |  |  |

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| **Continue executing on your publicity plan**[ ]  Release press announcements about keynote speakers, celebrities, VIPs attending, honourees, etc. [ ]  Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.[ ]  Post more details about your event on social media | [x]  |  |  |  |
| Close early-bird tickets | [ ]  |  |  |  |
| Finalize and proofread printed materials | [ ]  |  |  |  |

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| **1 Week Ahead of Event** |
| Have all committee chairs meet and confirm all details against Master Plan | [ ]  |  |  |  |
| **Finalize event script**[ ]  Ensure it includes wheelchair-accessible areas and has clear paths through the venue | [ ]  |  |  |  |
| Brief any/all hosts, greeters, volunteers about their event duties and timelines | [ ]  |  |  |  |
| Finalize your seating plan | [ ]  |  |  |  |
| Provide final registration numbers to caterer | [ ]  |  |  |  |
| Make print and online copies of any speeches, videos, and presentations | [ ]  |  |  |  |
| Do a final registration check, including name badges & registration list | [ ]  |  |  |  |
| Determine photo op and interview opportunities with any presenters and VIPs. | [ ]  |  |  |  |
| Confirm details with media attendees | [ ]  |  |  |  |

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| **1 Day Before the Event** |
|  Have all committee chairs meet and confirm all details against Master Plan | [ ]  |  |  |  |
|  **Finalize event script**[ ]  Ensure it includes wheelchair-accessible areas and has clear paths through the venue | [ ]  |  |  |  |
|  Brief any/all hosts, greeters, volunteers about their event duties and timelines | [ ]  |  |  |  |
|  Finalize your seating plan | [ ]  |  |  |  |
|  Provide final registration numbers to caterer | [ ]  |  |  |  |
|  Make print and online copies of any speeches, videos, and presentations | [ ]  |  |  |  |
|  Do a final registration check, including name badges & registration list | [ ]  |  |  |  |
|  Determine photo op and interview  opportunities with any presenters and VIPs. | [ ]  |  |  |  |
|  Confirm details with media attendees | [ ]  |  |  |  |

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| **Event Day!** |
|  Take a few deep breaths — you got this! | [ ]  |  |  |  |
|  Ensure you have copies of all instructions | [ ]  |  |  |  |
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|  Check in with each Committee Chair to  ensure their team is on track | [ ]  |  |  |  |
|  Greet new attendees | [ ]  |  |  |  |

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| **Post Event Follow Up** |
| Ensure nothing was left behindat the venue | [ ]  |  |  |  |
| **Finalize event script**[ ]  Gather all receipts and documentation, finalregistration data, etc.[ ]  Update budget | [ ]  |  |  |  |
| **Send thank-yours and acknowledgement****letters to**[ ]  Sponsors[ ]  Volunteers[ ]  Speakers/presenters[ ]  Donors[ ]  The media | [ ]  |  |  |  |
| **Post-event publicity**[ ]  Send out an email to your subscriber base with highlights from the event[ ]  Make a publicity reel video[ ]  Share highlights on social media[ ]  Update website page to reflect that it’s a past event | [ ]  |  |  |  |
| Conduct a post-event survey | [ ]  |  |  |  |
| Reach out to event participants | [ ]  |  |  |  |
| Conduct a team debrief to learntheir thoughts | [ ]  |  |  |  |
| Conduct a thorough evaluation of the event | [ ]  |  |  |  |