

EVENT PLANNING CHECKLIST

High Level Planning: For larger events this could be 18months or more in advance of the event. Smaller events are likely to have a shorter planning cycle.

- Establish event goals and objectives
- Select date
- Identify venue and negotiate details
- Develop Event Master Plan
- Get cost estimates (e.g., room rental, food & beverages, equipment, speaker fees, travel, etc.) and create a budget. Determine registration fees.
- Recruit event committee, event manager or chair and establish sub-committee chairs
- Create and launch publicity plan & brand your event (ensure staff and/or volunteers are identified to manage specific tasks – e.g., media relations, VIP coordination, printed material design & printing coordination, signage, online /social media, etc.)
- Identify and confirm speakers/presenters/entertainers
- Identify and contact sponsors/partners

3-4Months Ahead of Event

Speaker/presenter/entertainer liaison, eg:

- finalise presentation/speech topics
- get bio information, photos
- travel & accommodation arrangements
- have contracts signed if appropriate, etc.

Financial/Administration, eg, determine:

- Registration fees
- Set up/enable online registration
- Sponsor levels/amounts
- Identify items to be underwritten and accounting tracking details

Venue/logistics planning, e.g.:

- Investigate need for any special permits, licenses, insurance, etc.
- 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

Publicity: Follow publicity plan, e.g.,

- Develop draft program
- Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.)
- Develop publicity pieces -- e.g., newsletter articles and/or ads, radio spots, print blog posts and articles for submission to other publications and/or ads, etc.
- Request logos from corporate sponsors for online and printed materials
- Develop and produce invitations, programs, posters, tickets, etc.
- Develop media list & prepare press release, and all media kit materials (e.g., speaker info, photos, etc.)
- Create event page on your website
- 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 (e.g., spreadsheet)

2 months prior to event

- Send reminders to contact list re registration/participation

Presenters/Speakers: e.g.:

- Confirm travel/accommodation details
- Request copy of speeches and/or presentations

Sponsorship: Follow up to confirm sponsorships and underwriting

Publicity:

- Release press announcements about keynote speakers, celebrities, VIPs attending, etc
- Post your initial event news release on your website and circulate to all partners, affiliated organisations, etc.

2 weeks ahead

- Send rooming lists to the venue for residential conferences

1 week ahead

- Have all committee chairs meet and confirm all details against Master Plan – and ensure back-up plans are developed for any situation (e.g., back-up volunteers as VIP greeters, additional volunteers for registration or set-up, etc.)
- Finalise event script
- Brief any/all hosts, greeters, volunteers about their event duties and timelines
- Final seating plan, place cards, etc.

- Provide final registration numbers to caterer
- Make print and online copies of any speeches, videos, presentations, etc.
- Final registration check, name badges & registration list
- Determine photo op and interview opportunities with any presenters

1 day ahead

- Confirm media attending
- Ensure all signage is in place
- Ensure registration and media tables are prepared and stocked with necessary items (e.g., blank name badges, paper, pens, tape, stapler, etc.)
- Ensure all promo items, gifts, plaques, trophies, etc. are on-site

Event day

- Ensure you have copies of all instructions, directions, phone numbers, keys, extra parking permits for VIP guests, seating charts and guest lists with you
- Check-in with each Committee Chair to ensure their team is on schedule.

Planning your event can seem like a huge challenge. With Golden Jubilee Conference Hotel, our talented Events Team can help you plan your event and work with you to ensure your conference is a complete success. Call them now on 0141 951 6006.