**The Ultimate Event Planning Checklist**

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|  | **Done** | **Person responsible** | **Approx. hours to complete** | **Due** |
| **At least 6 months ahead of event** | | | | |
| **Establish your event goals and objectives** |  |  |  |  |
| **Select the date** |  |  |  |  |
| **Identify venue and negotiate details** |  |  |  |  |
| **Get cost estimates**  Venue rental  Food and beverage  Equipment/infrastructure hire  Speakers/fees  Staff travel requirements  Marketing campaign(s)  Logistics (ticketing systems, security etc.)  Medical/first aid  Entertainment/activities  Licensing/permits  Waste management  Insurance  Other |  |  |  |  |
| **Create the event budget**  Determine ticket price / registration fees  Determine all revenue items  Determine all costs |  |  |  |  |
| **Recruit your event team / staff / volunteers** |  |  |  |  |
| **Brand your event**  Logo  Tagline  Build website  Set up social media accounts  Marketing material  Brand/trademark |  |  |  |  |
| **Create and launch communications plan** |  |  |  |  |
| **Identify and confirm speakers / presenters /**  **entertainers** |  |  |  |  |
|  | **Done** | **Person responsible** | **Approx. hours  to complete** | **Due** |
| **Identify and contact sponsors/partners**  Follow up to confirm sponsorships and  underwriting |  |  |  |  |
| **Determine if you need event registration**  **software** |  |  |  |  |
| **Sponsorship**  Finalise sponsor levels and amounts |  |  |  |  |
| **Release early-bird tickets** |  |  |  |  |
| **3-4 months ahead of event** | | | | |
| **Tickets on sale** |  |  |  |  |
| **Speaker/presenter/entertainer liaison**  Finalise presentation/speech topics  Get bio information, photo  Travel and accommodation arrangements  Have contracts signed if appropriate  Ask speakers to start promoting and sharing it with  their network |  |  |  |  |
| **Event registration**  Determine registration fees  Set up and enable online registration |  |  |  |  |
| **Consents, permits and licences**  Apply for a liquor licence (if applicable)  Apply for permits/consents (if required) |  |  |  |  |
| **Venue and logistics planning**  Determine and arrange all details (menu, A/V  equipment, registration set-up, parking,  signage, etc.)  Review security needs/plan for the event  with venue manager  Investigate and apply for event insurance etc.  Assess accessibility requirements and  communicate to staff |  |  |  |  |

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|  | | **Done** | **Person responsible** | | **Approx. hours  to complete** | | **Due** | |
| **Develop marketing and communications plan**  Develop draft programme  Create draft event master plan  Develop media releases  Request logos from corporate sponsors for  online and printed materials  Develop and produce invitations,  programmes, posters, tickets, etc.  Develop media list and prepare media release,  media advisory, and all media kit materials  Develop paid media plan (magazines, radio,  TV, social media etc.)  Inform your RTO of your plan – provide content,  images, logos  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 online event calendars  e.g. Eventfinda  Create some buzz on your blog  or member forums  Determine VIPs and create invitation and  tracking document, if needed  Order any desired event merchandise | |  |  | |  | |  | |
| **1-2 months ahead of event** | | | | | | | | |
| **Send reminders to your contact list**  Registration and participation | |  |  | |  | |  | |
| **Reach out to presenters/speakers again**  Confirm travel and accommodation details  Request copy of speeches and/or presentations | |  |  | |  | |  | |
| **Sponsorship finalisation**  Get any promotional materials you’ll be sharing at  the event  Ask sponsors to share event on their promotional  channels | |  |  | |  | |  | |
| **Establish delivery plans**  Waste management plan  Traffic management plan  Risk management plan  Health & Safety plan  Alcohol management plan | |  |  | |  | |  | |
|  | | **Done** | **Person responsible** | | **Approx. hours  to complete** | | **Due** | |
| **Continue executing your communications plan**  Release media announcements about keynote  speakers, celebrities, VIPs attending, etc.  Post your initial event media release on your  website and circulate to all partners, affiliated  organisations, etc.  Post details about your event on social media | |  |  | |  | |  | |
| **Finalise and proofread printed materials** | |  |  | |  | |  | |
| **1 week ahead of event** | | | | | | | | |
| **Have full team meeting and confirm all details**  **against master plan** | |  |  | |  | |  | |
| **Finalise event run sheet**  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** | |  |  | |  | |  | |
| **Finalise your seating plan** | |  |  | |  | |  | |
| **Provide final registration numbers and dietaries to**  **caterer** | |  |  | |  | |  | |
| **Print copies and add online any speeches,**  **videos, and presentations** | |  |  | |  | |  | |
| **Do a final registration check, including**  **name badges & registration list** | |  |  | |  | |  | |
| **Determine photo and interview opportunities**  **with any presenters and VIPs** | |  |  | |  | |  | |
| **Confirm details with media attendees** | |  |  | |  | |  | |
| **1 day before the event** | | | | | | |
| **Have full team briefing and confirm event**  **duties and timelines** |  |  |  | |  | |
| **Update event run sheet, registration list etc**  **with any final changes** |  |  |  | |  | |
| **Pack-in and set-up venue** |  |  |  | |  | |
|  | **Done** | **Person responsible** | **Approx. hours  to complete** | | **Due** | |
| **Event day!** | | | | | | |
| **Action the event run sheet tasks** |  |  |  | |  | |
| **Check in with each team member to ensure the**  **team is on track** |  |  |  | |  | |

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| **Post event follow up** | | | | |
| **Ensure nothing was left behind at the venue** |  |  |  |  |
| **Update event master plan**  Gather all receipts and documentation, final  registration data, etc.  Update budget |  |  |  |  |
| **Send thank-you’s and acknowledgements to**  Sponsors  Volunteers  Speakers/presenters  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 to reflect that it’s a past event |  |  |  |  |
| **Conduct a post-event survey** |  |  |  |  |
| **Conduct a team debrief to learn their thoughts** |  |  |  |  |
| **Conduct a thorough evaluation of the event** |  |  |  |  |