**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** | [ ]  |  |  |  |