

# Events Essentials Checklist

## 1. FIRST DECISIONS

- Decide on a date and time
- Check that date for conflicting events in your industry, as it could impact numbers
- Visit potential venues, consider seasonal issues
- Choose a theme
- Book the venue

## 2. RESEARCH, RESEARCH AND MORE RESEARCH

- Set up a project timeline
- Research MCs and guest presenters
- Research entertainment
- Research photographer
- Research audiovisual equipment hire
- Research gifts

## 3. MAKE SURE YOU GET THE NUMBERS

- Put together an invitation database, including phone numbers for follow up
- Design teaser mailing to 'save the date'
- Design invitations, including map, parking and RSVP details
- Design name tags, gift tags or place cards
- Design marketing collateral to promote your event, such as an ad, postcard, flyer, eDM, signage

## 4. LOCK IN THE SUPPORT CREW

- Book a photographer
- Select the menu and beverage package (taste test if you can)
- Purchase gifts
- Book audio / visual
- Book MC and guest speakers
- Book entertainment

## 5. DISTRIBUTE TEASER CAMPAIGN

- Book mailing house, or set up online distribution
- Print and mail teaser mailing

## 6. DISTRIBUTE INVITATIONS

- Print invitations
- Mail invitations
- Print name tags, gift tags or place cards
- Print signage, brochures, banners

## 7. CONFIRM FINAL DETAILS

- Follow up outstanding RSVPs and confirm final numbers
- Deliver banners, posters and gifts to venue
- Advise special requirements
- Organise seating arrangements
- Print large-format seating arrangements
- Finalise running sheet

## 8. MAKE SURE THE DAY RUNS TO PLAN

- Confirm bump in-out
- Brief your staff, third party suppliers, venue staff, and distribute running sheet
- Confirm delivery of equipment

## 9. FINAL CHECKS ON THE DAY

- Audio, lighting and staging
- Air conditioning
- Table settings
- Registration desk
- Seating plans on display
- Signage is on display
- Meet MC and guest speakers
- Meet and greet guests

## 10. FOLLOW UP AND FEEDBACK

- Upload event photos to your website
- Send links to your guests and thank them for attending
- Follow up hot prospects and leads
- Ask for feedback