

Guide to the Perfect Conference

This checklist covers every detail you need to consider to make your conference a success.

STEP 1 - WHERE, WHEN AND WHY?

- What is the budget?
- Is there a theme or objective for the day?
- Confirm date
- Source venue
- Visit the venue to check accommodation, conference and meeting rooms, restaurants and parking
- Check nearby restaurants and other activities that could round off the event

STEP 2 - BOOK IT ALL IN

- Confirm dates and availability
- Approve quotes in writing
- Book venue in writing
- Book any associated activities

STEP 3 - SPREAD THE WORD

- Send out a 'keep the date free' note so there will be no conflicts
- Request any special requirements such as accommodation or food and beverage needs
- Invite guest speakers
- Mail official invitations with venue details and map
- Email weekly updates to keep staff interested and excited

STEP 4 - GET ORGANISED

- Discuss specific requirements with venue, such as meeting rooms, break out rooms, food & beverage, start and finish times, audio and visual, seating arrangements
- Book a photographer
- Order print materials, such as folders, conference material and presentations
- Order staff giveaways or prizes
- Finalise RSVPs
- Theme dinners
- Allocate rooms for attendees
- Organise car pooling
- Prepare itinerary

STEP 5 - CONFIRM THE FINAL DETAILS

- Does the venue have all the details they need?
- Do the organisers understand their activity responsibilities?
- Do you need place cards, pack folders, gifts for speakers, goodie bags for delegates?
- Confirm guest speakers have everything they need
- Create a run sheet for organisers, photographers and speakers

STEP 6 - THE BIG DAY HAS ARRIVED

- Set up a welcoming registration area
- Meet and greet attendees on arrival
- Organise check in at reception
- Hand out folders, name tags

STEP 7 - FINAL CHECKS

- Is the AV equipment working?
- Do the organisers, photographers and speakers know where they need to be and when?
- Is the seating arrangement accessible?
- Does the air conditioning work?
- Are meeting rooms and breakout areas ready to go?
- Is water on hand for speakers?

STEP 8 - BALANCE ALL THAT WORK WITH SOME FUN

- It's great to theme at least one dinner (usually the second night) Think about beach party, comedy night, 70's night Island getaway, favourite movie – and give everyone enough notice to get their costumes arranged
- Take one dinner offsite, to a restaurant, winery or dinner cruise
- Organise gifts or prizes

STEP 9 - CHECK OUT

- Confirm check out time for all guests
- Arrange car pooling and transport
- Thank hotel staff