An Event Planner’s Checklist
Checklist

6 Months Before

- Determine the theme of the event
- Determine the scale of the event
- Start researching venues
- Determine and set a budget
- Set a date for the event
- Start deciding on the team of organizers (event committee)
- Brainstorm on the people to gather (speakers/performers/sponsors/tech team...)

4 Months Before

- Secure Venue - Confirmed
- Check if any licensing/permits needed
- Confirm all the people gathered and send out contracts
- Create a timeline of the event
- Check equipment rental
- Follow-up on all bookings (Hotel/Destination/Plane)
- Deciding on promotion strategy & execute it
Checklist

2 Months Before

- Check sign-ups & registration
- Prepare all the documents necessary for invitees (Travel/accommodation)
- Continue to promote with key speakers, celebrities, VIP guests, etc.
- Confirm all sponsorship contracts & follow-up
- Start looking into volunteers

1-2 Weeks Before

- General team meeting to debrief progress
- Finalize list of volunteers (if needed)
- Finalize event schedule/script
- Brief all staffs, hosts, greeters, volunteer of their duties
- Finalize seating plans (if necessary)
- Print all documents (speeches, presentations, doc)
- Prepare name badges & registration list if needed or load it on to registration app
Checklist

1 day before event

- Double check if signage is in place
- Prepare registration, sponsorship or media tables (Place pens, markers, and name badges)
- Prepare all promotional gifts, plaques, trophies, items
- Confirm if media/press is attending
- Debrief the team once again of event rundown

The Day

- Check-in with committee team to ensure everything is on track
- Print out all instructions, directions, phone numbers, parking permits and schedule for speakers/exhibitors/vendors
- Check if tech equipment is all in place
- Help with tasks that are more rushed
Checklist

Post-Event

- Conduct an evaluation of the event
  - Discuss with team the goods/bads
  - Financial overview (receipts, documents, final budget)
  - Were the goals reached?
- Send Thank you emails/letters
  - Sponsors/Donors
  - Helpers/Volunteers
  - Speakers/Presenters
  - Media & etc.
- Make an event publicity for closing of event
- Send Feedback Survey about satisfaction, experience & venue to participants
- Check that Payments All Completed
- Follow-up on Venue
- Start thinking of next year’s goals