

However small or large your next event – this Checklist will have you in-check to running a smooth and successful event. Depending on the size of your event not all of the elements in the checklist will apply, however they will provide a sound framework to help you plan your event.

Event Objective:

First and foremost think about why you want to run an event? What is your end goal? If you keep that in mind you can customise the event to reach the desired outcome.

PRE-EVENT PLANNING

Proposed Date: _____

Proposed Location: _____

The Venue:

- Easy for people to get there / public transport / ample parking
- Location booking
- Staging
- Seating
- A/V: projectors, microphones
- Booths: number, floor plan
- Utilities (phone, lighting, computer)
- Set-up: tables, chairs, restrooms
- Registration, parking
- Catering or decorations
- Access for people with disabilities
- Speaker system, walkie-talkies, etc.

Budget:

- No
- Yes

Amount: _____

Event Agenda: Keep in mind the main objective of the event

- PowerPoint Presentation(s)
- Event Handouts

Promotion/Marketing:

- Event Poster / Flyers Design
- Event Poster / Flyers Design Distribution
- Event Announcement: Email
- Event Invitation: Email / Calendar Invite
- Social Media
- Printed Material
- Registration Process: online form OR email & contact phone number sign-up
- Form to collect attendees contact details

Security:

- Building security number
- Emergency numbers handy: Police, Ambulance and Fire Brigade numbers handy

Staff / Event Helpers:

- Staff communication
- Host for the event

ON THE DAY

- Refreshments
- Decorations set-up
- Samples
- Hand-outs printed
- Staff briefing
- Venue area clean before and AFTER event
- Printed attendee collection sheet/form
- Content / Presentations ready

POST EVENT:

- Follow-up email / phone call
- Thank you letter / phone call / email to attendees and staff
- Invitation to next or up-coming event
- Event assessment de-brief: What worked, what didn't: Improvement Plan
- Event success measurement: attendees / sign-ups