



THE ADDRESS
HOTELS + RESORTS

Event Planning Checklist

You have been entrusted with the organisation of a unique event. Let us provide you with the professional insight that will help you make it a true success. The checklist below encompasses some of the most important elements to take into consideration to ensure that your vision comes to life.

Determining the event's variables

Goals

Clearly set out the objectives of the event:

- ☐ Networking
- ☐ Client Appreciation
- ☐ Launch of Product or Service
- ☐ Farewell
- ☐ Alumni Event
- ☐ Anniversary
- ☐ Birthday
- ☐ Family Gathering

Date

- ☐ Select a date
- ☐ Consider alternative dates

Guests

- ☐ Assess the profile of your guests
- ☐ Create a database of potential invitees
- ☐ Update the database to obtain an estimate of how many guests might attend

Timings

- ☐ What are the event's timings?
- ☐ Consider whether setup and/or tear-down times are required



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The venue – identify the ideal venue while considering:

- ☐ The type of venue: indoor / outdoor / restaurant
- ☐ The need for a registration or foyer area
- ☐ The lighting: mood lighting / yellow lights / spot lights / daylight etc.

The budget – calculate it by taking into account:

- ☐ The venue
- ☐ The number of expected guests
- ☐ Catering arrangements
- ☐ Entertainment (if any)
- ☐ Audio-visual equipment requirements, including potential rental costs
- ☐ Government fees that may apply to the type of event

Setup

- ☐ Select a seating arrangement: reception, cabaret, banquet or lounge
- ☐ If you require a registration area: desk, chairs, stationery, branding
- ☐ Linen: consider types (if a selection is available) and select the most suitable
- ☐ Chairs: consider types (if a selection is available) and select the most suitable
- ☐ Tables: consider types (if a selection is available) and select the most suitable
- ☐ Decoration: ensure that the venue can provide arrangements to match your vision
- ☐ Floral arrangements: check if additional or special arrangements can be ordered from the hotel

Catering

- ☐ Select your catering style: buffet / set menu / family style
- ☐ Select a type of cuisine
- ☐ Schedule a menu tasting session
- ☐ Consider whether canapés are required upon arrival
- ☐ Select the types of beverages: alcoholic / non-alcoholic; mocktails / cocktails



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- ☐ Take into account your guests' dietary requirements
- ☐ Enquire about corkage
- ☐ Ask about the policy to arrange catering from external parties

Audio Visual Equipment

- ☐ Determine the type of audio-visual setup required
- ☐ Ask the venue about their hanging points
- ☐ Consider whether a podium will be needed
- ☐ Consider whether a stage and special lighting will be required
- ☐ Ascertain the need for a dance floor

Entertainment

- ☐ Consider whether some type of entertainment will be required
- ☐ If yes, work out how long it will be required for
- ☐ Assess the need for a performer or stage entertainment
- ☐ If you have sourced your own entertainment, advise the venue of potential stage and other requirements
- ☐ If the event is ticketed, follow Dubai's Department of Tourism and Commerce Marketing's approval process (<https://epermits.dtcn.gov.ae>)
- ☐ If the event is a charity fundraiser, visit the Islamic Affairs and Charitable Activities Department's website (www.iacad.gov.ae) for details on the procedure to follow
- ☐ If you are holding auctions, contact the Department of Economic Development for details on the registration procedure



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Billing

- ☐ Inquire about the deposit schedule
- ☐ Check the available payment methods and the cancellation policy
- ☐ Determine who the signatory will be
- ☐ Ask how the bill must be settled at the end of the event

Miscellaneous

- ☐ Determine your seating plan
- ☐ Check whether the venue provides seating plan easels or stands
- ☐ Ask the venue if they can arrange seating plans and name tags
- ☐ Inquire with the venue about printed menus – they might be able to place them on the tables.
If yes, you may need to work out how many they would provide per table
- ☐ Consider whether your guests will arrive together or in a staggered manner
- ☐ Enquire about the availability of valet parking
- ☐ Check if buses and limos may approach the venue from the front
- ☐ Ask whether security will be available on site
- ☐ Determine whether you can bring your own security

Points to consider

- ☐ The latest cut-off date for guaranteed number of guests
- ☐ The buffer/ percentage the venue works with for a potential increase in the number of guests
- ☐ Souvenirs or favours
- ☐ The venue may be able to assist with branded sweets or chocolate favours for the delegates
- ☐ The need to create a buzz for the event, such as printing invitations with the venue's most iconic images and the location map. The venue can provide high resolution files
- ☐ Whether tipping and gratuity are allowed and, if yes, what is considered a fair amount