

General Event Checklist

By Kimberly French

- Eight Weeks Before the Event
 - Determine the purpose of the event.
 - Determine event sponsors.
 - Choose a tentative date.
 - Check availability of event venue (consider restrictions - no smoking, seating capacity).
 - Identify the intended audience.
 - Decide on performers, DJ, speakers.
 - Establish initial budget.
 - Conduct community needs assessment
 - Delegate tasks (publicity, logistics, food, speakers, decorations, evaluations, etc).
 - Reserve space & process special facility requests (early morning, late night, etc Consider extra costs).
- Six Weeks Before the Event
 - Finalize the date, time and location of event.
 - Contract party entertainment if needed.
 - Meet with catering for food and beverages.
 - Reserve audio/visual equipment.
 - Order prizes and souvenirs.
 - Make arrangements for ticket sales (distribution, costs, receipts, etc).
 - Reserve security, if needed.
 - Arrange for transportation (if needed).
 - Arrange for visitor parking (if needed).
- Five Weeks Before the Event
 - Decide on a theme and title of the event.
 - Develop an advertising and publicity plan.
 - Confirm contract requirements and fulfillment of contract riders.
 - Finalize budget.
- Four Weeks Before the Event
 - Proofread advertising (including for copyright matters).

- Submit request for initial advertisements.
- Three Weeks Before the Event
 - Begin publicity campaign.
 - Begin working on party decorations (ordering flowers, banners, balloons, special napkins & plates, plaques).
- Two Weeks Before the Event
 - Begin posting publicity.
 - Organize volunteers for event.
 - Submit request for final advertisements.
- One Week Before the Event
 - Distribute handbills, emails, signs, flyers for event.
 - Create event evaluations.
- Day of Event
 - Check facility set-up.
 - Decorate.
 - Set-up for ticket sales and program distribution.
 - Distribute and collect evaluations.
- Week After the Event
 - Pay performers.
 - Send thank you notes.
 - Reconcile all invoices.
 - Meet with the event planning committee to evaluate the event.