Event Checklist

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# Tasks:

☐ **6 to 12 months in advance:**

☐ **Purpose**

*Choose the purpose of the event. Is it a celebration, a fundraiser, or something else? This will influence the kind of event you will hold.*

☐ **Theme**

*Choose a theme that is relevant, but also interesting. Cliche themes won't attract many guests.*

☐ **Site**

*Look around for places that can hold the event. Meet with potential space providers.*

☐ **Manager**

*You might need to appoint someone, or yourself, as event manager.*

☐ **Committees**

*Build committees if they are required. With a big enough event, you might need several of them and need to appoint a chair for each.*

☐ **Estimates**

*Get estimates for food, drinks, space and rental equipment. This will help with budgeting.*

☐ **Event entertainment**

*If providing artistic entertainment, hire well-known entertainers or hold auditions.*

☐ **Sponsorships**

*Determine if you will require sponsorships. Build a sponsorship sheet, with the different levels, so that potential sponsors know right away at what level they want to participate.*

☐ **Budget**

*Get an initial budget from the financial committee. This step is very important.*

☐ **Licences**

*Check if you need any kind of permit or license to hold an event or serve alcohol.*

☐ **Proposals**

*Review proposals for decorations and printing.*

☐ **Admission**

*If charging a cover, decide the price.*

☐ **Mailing list**

*Build a mailing list with potential guests or businesses to contact.*

☐ **Date**

*Choose a final date and check for conflicts with your providers.*

☐ **Designer**

*Choose your graphic designer and draft the documentation and invitations.*

☐ **Printing**

*Order the printing for invitations, hold-the-date reminders and other early stationery.*

☐ **Marketing**

*Build your marketing timeline with your public relations specialist.*

☐ **Reserve your professional photographer and have any pre-event photos taken.**

☐ **3 to 6 months in advance:**

☐ **Committees**

*Hold committee meetings regularly, and request reports.*

☐ **Funding**

*Send your requests for funding to your potential donors.*

☐ **Sponsors**

*Ask your confirmed sponsors for their logos for publicity printing.*

☐ **Stationery**

*Meet with your graphic designer and confirm the design for all printed material.*

☐ **Printing**

*Order the printing for posters and other stationery after the design is finalized.*

☐ **Tickets**

*If required, have the admission tickets printed and ready for distribution.*

☐ **Mailing list**

*Write down the final mailing list for guests, and print the letters or send the emails.*

☐ **Contracts**

*Sign the contracts with the entertainers.*

☐ **Posters**

*Build a list of potential poster locations. Send out people to verify the availability of space.*

☐ **Public relations**

*Plan your publicity and interviews with television and radio stations, and printed media.*

☐ **Catering**

*If serving food, build the menu with your caterer. Make sure you consider the dietary requirements of your guests.*

☐ **Permits**

*Request permits from your municipality if required.*

☐ **Insurance**

*Sign an insurance contract with your insurer.*

☐ **Celebrities**

*Confirm celebrity participation in writing.*

☐ **2 months in advance:**

☐ **Pre-event party**

*Organize a party that coincides with the sending of invitations.*

☐ **Invitations**

*Write personal notes for the invitations and have them mailed.*

☐ **Posters**

*Have your posters distributed and placed at previously chosen locations.*

☐ **Accommodations**

*Reserve accommodations for your VIPs, if required.*

☐ **Transportation**

*Arrange transportation for your VIPs, if required.*

☐ **Media**

*Confirm the presence of the media at your event. Assign journalist passes.*

☐ **Sponsors**

*Confirm sponsorships and request logos for the final program.*

☐ **Committees**

*Request final plans from each committee chair.*

☐ **Budget**

*Review and finalize the event's budget.*

☐ **Tasks**

*Build a final task list leading up to the event.*

☐ **1 month in advance:**

☐ **Tickets**

*Follow up on ticket sales. Call any guests that haven't responded yet.*

☐ **Publicity**

*Place your ads in newspapers, television and radio.*

☐ **Staff**

*Hire staff for the day of the event.*

☐ **VIPs**

*Confirm VIP participation in writing.*

☐ **Space planning**

*Build space diagrams for the room or rooms, build a table plan and assign seats.*

☐ **Catering**

*Provide guest estimate to your caterer, and request a final quote.*

☐ **Timeline**

*Review the timeline for the event, and confirm the scripts with participants.*

☐ **Traveling**

*Organize the traveling arrangements with VIPs.*

☐ **Security**

*Confirm security needs and appoint a security agency.*

☐ **1 week in advance:**

☐ **Meetings**

*Schedule last-minute meetings with committees. Work out final details.*

☐ **Attendance**

*Confirm final attendance with ticket or table sales.*

☐ **Staff**

*Confirm the staffing for the event. Hire any necessary extra staff.*

☐ **Timeline**

*Provide the timeline to all event participants.*

☐ **Catering**

*Confirm final catering order.*

☐ **Beverages**

*Confirm final alcohol order if not provided by the caterer.*

☐ **Media**

*Confirm media coverage with journalists or stations.*

☐ **Rehearsal**

*Schedule and hold rehearsals if necessary.*

☐ **Cheques**

*Write the cheques that need to be given to providers on the day of the event.*

☐ **One day before:**

☐ **Attire**

*Lay out your clothes for the event. Prepare a change of clothes in case of emergency.*

☐ **Supplies**

*Verify that all supplies are available or confirm with providers for their delivery time.*

☐ **Day of the event:**

☐ **Arrival**

*Arrange to arrive early to receive all deliveries and finalize last-minute details.*

☐ **Inventory**

*Make sure that all supplies are on hand.*

☐ **Timeline**

*Confirm scripts and timeline with VIPs.*

☐ **Staff**

*Confirm positions and tasks with staff.*

☐ **Technical setup**

*Make sure the lights and sound are working properly with your technicians.*

☐ **Rehearsal**

*If holding a final rehearsal, have it a few hours before the event, after the sound and lighting have been set up.*

☐ **Have a great time at your event!**