

# 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.