

EVENT CHECKLIST

CONFERENCE & EVENTS PLANNING

The Strategy

- | | |
|--|---|
| <input type="checkbox"/> What is the occasion or event? | <input type="checkbox"/> Who is your target audience? |
| <input type="checkbox"/> Who are you hosting? | <input type="checkbox"/> How will you market this event? |
| <input type="checkbox"/> Where will the event take place? | <input type="checkbox"/> When will the event take place? |
| <input type="checkbox"/> How many attendees do you anticipate? | <input type="checkbox"/> What technical needs does this event require? |
| <input type="checkbox"/> What catering options should we provide? | <input type="checkbox"/> What room type is the best for my event? |

Tasks

- | | |
|---|---|
| <input type="checkbox"/> Establish your program committee | <input type="checkbox"/> Define theme and objectives of the event |
| <input type="checkbox"/> Determine topics and select presenters | <input type="checkbox"/> Determine budget |

Space Requirements

- | | |
|--|--|
| <input type="checkbox"/> Reserve meeting rooms | <input type="checkbox"/> Determine setup needs for each room |
| <input type="checkbox"/> Make sure adequate lighting for each room | <input type="checkbox"/> Ensure acoustics work for each room |
| <input type="checkbox"/> Make note of accessibility / entrance & exits | <input type="checkbox"/> Provide setup diagrams to conference staff |
| <input type="checkbox"/> Determine technical needs for each room | <input type="checkbox"/> Determine if additional props are needed per room |

Catering Needs

- | | |
|--|--|
| <input type="checkbox"/> Continental Breakfast? | <input type="checkbox"/> Receptions? Will they include alcohol? |
| <input type="checkbox"/> Mid-Morning and Mid-Afternoon Breaks? | <input type="checkbox"/> Are their gluten-free or other dietary needs? |
| <input type="checkbox"/> Lunch? | <input type="checkbox"/> Have your catering menus been submitted? |

Marketing | Promotion

- | | |
|---|--|
| <input type="checkbox"/> Do you need programs or agendas printed? | <input type="checkbox"/> Will Press be allowed on-site during event? |
| <input type="checkbox"/> Do you need "Save the Date" cards? | <input type="checkbox"/> Have Media interviews been set up? |
| <input type="checkbox"/> Have news releases been written? | <input type="checkbox"/> Do you need a Press Room setup up? |

Hotel Venue

- | | |
|---|--|
| <input type="checkbox"/> Determine Hotel venue for out-of-town guests | <input type="checkbox"/> Include a map with direction from hotel to conference venue and vice versa. |
| <input type="checkbox"/> Set the room block contract with hotel staff | <input type="checkbox"/> Do you need to arrange shuttle service to and from hotel / conference site? |
| <input type="checkbox"/> Provide attendees with hotel information | <input type="checkbox"/> Will attendees be self-registering with hotel? |

Contracts | Permits

- | | |
|---|--|
| <input type="checkbox"/> Finalize Contract checklist and timeline | <input type="checkbox"/> Make sure Insurance Certificate has been received |
| <input type="checkbox"/> Send a copy of signed contract to client | <input type="checkbox"/> Other permits – make sure are finalized |

Day of Event - Audiovisual | Technology

- | | |
|---|---|
| <input type="checkbox"/> Confirm with Instructional Resources A/V needs | <input type="checkbox"/> Having a sound/technology check the day before often helps alleviate any concerns for malfunctions |
| <input type="checkbox"/> Confirm with ITS any IT / computer needs | <input type="checkbox"/> Confirm day of event on-site technical staff |

Vendors | Service Providers | Entertainment

- | | |
|---|---|
| <input type="checkbox"/> Confirm with entertainment staff (if applicable) | <input type="checkbox"/> If vendors are scheduled, what time can they setup? |
| <input type="checkbox"/> Confirm with Campus and Corporate Events if University Police staffing is required for day of event. | <input type="checkbox"/> Confirm setup, breakdown, and all logistics for vendor exhibition, if a part of your event with Campus and Corporate Events. |
| <input type="checkbox"/> Confirm with Campus and Corporate Events if Facilities Staffing is required for day of event. | <input type="checkbox"/> Other considerations, service providers, etc.? |