

EVENT MANAGEMENT CHECKLIST

1. PRE-PLANNING

- Objectives
- Audience(s)
- Messages
- Costs
- Dates
- Location

2. INVITATIONS

- Phoned
- Letter
- Printed, informal
- Printed, formal
- RSVP return card
- RSVP by telephone
- Reminder mailing

3. PROGRAM

- Topics
- Speakers
- Speaker contact
- Speaker agreements, honoraria
- Equipment needed
- Biographies
- Introductions
- Hospitality
- Transportation
- Housing
- Mementos

4. FACILITIES

- Number of people
- Auditorium-type seating
- Conference room seating
- Table shapes: O, U, V
- Food service needed
- Parking
- Directional signs
- Marquee sign(s)

5. EQUIPMENT

- Lectern
- Podium
- Public address system
- Microphone(s): Neck, podium, table, floor
- Raised platform
- Projection screen
- 35mm slide projector
- Remote control cord
- Overhead projector
- Video projector
- Flip charts, markers
- Extension cords
- Videocassette player and monitor: _" or other
- Cassette tape player
- Other: _____

6. PUBLICITY, PROMOTION

- Mailing lists
- Promotional mailings
- Posters, flyers
- Advertising
- Media contact
- Media fact sheets
- News releases
- Talk show appearances
- Press packets
- Press room
- Special phone lines for media

7. PHOTOGRAPHY

- Type: slides, b&w, color
- Videotape: _" or other
- Hire photographer
- Shot list for photographer

8. FOOD, BEVERAGES

- Menu selection
- Caterers
- Schedule
- Type service (buffet, seated)
- Tables for 6, 8, 10
- Head table
- Place cards
- Seating diagrams
- Beverages
- Hospitality room service

9. PRINTED PROGRAM

- Agenda
- Speakers' biographies & photos
- Organizational information
- Lists of officers, committees
- Lists of contributors
- Design, printing
- Quantity
- Distribution

10. REGISTRATION

- Registration form
- Bank account
- Reporting system
- Registration confirmation
- On-site registration:
 - Tables
 - Computers, equipment
 - Personnel
 - Cash receipts
 - Programs
 - Name badges
 - Pre-registration list
 - Ticket sales
- Host identification
- Signs

11. TRANSPORTATION

- For equipment
- Lease or charter vehicles
- To and from parking areas
- For speakers & special guests
- Between locations
- Signs on vehicles
- Publish or post schedules

12. ESCORTS AND GUIDES

- For speakers
- For special guests
- For tours, exhibits, etc.
- Aboard buses as needed

13. DÉCOR

- Select theme
- Entrances and exits
- Speaker platform
- Head tables
- Dining tables
- Hospitality suite

14. TICKETS

- Prices
- Advance sales
- Printing
- Distribution
- Sales reports
- Ticket and money control
- Complimentary tickets
- Press tickets
- Sales at doors
- Collection at events

15. ADDITIONAL CONSIDERATIONS

- Bad weather planning
- Exhibits, displays
- Entertainment
- Security
- Technicians for equipment
- Ambulance on stand-by
- Police, traffic control, security
- Valet parking