How to Thrive During Event Season

A Survival Guide for Event Planners



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The Event Planner's Toolkit

	Done	Person Responsible	Hours to complete	Due
6-4 Months Before the Event				
Establish goals				
Set the event date				
Set the agenda				
Do hashtag research for social pages				
Leverage social media pages				
Get costing estimates				
Identify a venue				
Create an event budget				
Create marketing material				
Put a launch plan in place				
4-2 Months Before the Event				
Finalise speakers and speaker topics				
Make travel arrangements				
Book necessary accommodation				
Arrange necessary event technology				
Identify licenses needed				
Open registrations to the public				
Have necessary contracts signed				
Review logistics and venue				

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	Done	Person Responsible	Hours to complete	Due
2-1 Months Before the Event				
Remind contacts to register				
Confirm event sponsors				
Set the agenda				
Gather copy of presentations				
Continue posting on social media				
Finalise printed material				
1 Week Before the Event				
Finalise seating arrangements				
Provide caterer with final numbers				
Inform hosts about timelines				
Print all necessary materials				
Hype event on social media pages				
1 Day Before the Event				
Finalise event script				
Do a final registration check				
Check in with media representatives				
On the Day of the Event				
Make sure your team is on track				
Greet attendees and have fun!				

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