10 Items to Consider When
Planning Your Next Event



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Checklist

Event goals and objectives

- [ ] Align with audience's needs
- [ ] Align with team's capabilities
- [ ] Align with stakeholder expectations and needs

Venue

- [ ] Get cost estimates
- [ ] Check parking availability
- [ ] Confirm generator availability
- [ ] Confirm venue capacity
- [ ] Confirm availability of Audio Visual equipment

Location

- [ ] Evaluate availability of public transport
- [ ] Confirm overflow parking options in area
- [ ] Asses convenience of location

On-site staff members

- [ ] Check kitchen staff availability
- [ ] Confirm cleaning team
- [ ] Confirm details of emergency contact person
- [ ] Identify tech team
- [ ] Check availability of car guard

Wi-Fi Accessibility

- [ ] Get all Wi-Fi passwords
- [ ] Do a speed test
- [ ] Ensure that the network is secure
- [ ] Asses whether Wi-Fi is included in venue costs

Event software

- [ ] Create a mobile app for event
- [ ] Create event landing page
- [ ] Establish registration software
- [ ] Create event surveys

Event Budget

- [ ] Calculate venue and staff costs
- [ ] Establish price of vendors
- [ ] Create contingency fund
- [ ] Determine signage and branding costs
- [ ] Determine catering costs

Suppliers

- [ ] Lock in caterers
- [ ] Confirm décor team
- [ ] Arrange transportation supplier
- [ ] Lock in everything that needs to be rented
- [ ] Secure all suppliers in advance

Speakers & Sponsors

- [ ] Confirm speakers and sponsors in advance
- [ ] Arrange accommodation
- [ ] Book airplane tickets
- [ ] Send sponsorship proposal
- [ ] Run speakers through agenda

Event Branding & Publicity

- [ ] Outline marketing channels
- [ ] Utilise email campaigns
- [ ] Promote event on social media
- [ ] Determine metrics to track
- [ ] Send surveys to optimise event

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