

EVENT MANAGEMENT CHECKLIST

Event Name	
Date	
Time	
Location	
Division/Client	
Project Manager	
Team Members	
Expected Number of Guests	
Event Type	<i>Launch, dinner, awards function, exhibition etc.</i>
Event Theme	

PRE-PLANNING

Activity	Person Responsible	Date Due	Date Completed
Budget			
Sponsorship			
Program outline			

AUDIENCE

Activity	Person Responsible	Date Due	Date Completed
Database of invitees			
VIPs			
Design invitations			
Print invitations			
Distribute invitations (direct, mail, email)			
Coordinate RSVPs			
Seating Plan drafted			
Seating Plan approved			
Confirm attendance– 2 days prior			

PROGRAM

Activity	Person Responsible	Date Due	Date Completed
Theme			
Topics			
Speakers			
Master of Ceremonies/host			
Entertainment			
Running sheet, including bump in/bump out			
Approval of draft plan			

PRINTED PROGRAM (if applicable)

Activity	Person Responsible	Date Due	Date Completed
Corporate requirements (logos/statements/profiles)			
Introductory message(s)			
Acknowledgements (eg sponsor logos and advertisements/editorial)			
Speaker abstracts			
Final program			
Quantity			
Design			
Printing			
Distribution			
Other (<i>provide description</i>)			

VENUE

Activity	Person Responsible	Date Due	Date Completed
Food and beverage			
Rooms (plenary, speakers, entertainers, VIPs, media)			
Exhibition space (capacity, floor plan, bump in and bump out times)			
Music (background/live), dance floor			
Room capacity (seating/standing configuration)			
Floor plan			
Disabled access; visual & hearing impaired access			
Directional signage			
Parking			
Technical Support			
Marquee/ outdoor facilities			
Special requirements			

SPEAKERS

Activity	Person Responsible	Date Due	Date Completed
Identify speakers			
Invite speakers			
Confirm speakers			
Confirm each speaker's allowances/requirements			
Gifts			
Book accommodation			
Coordinate transport and transfers			
Coordinate 'Meet and Greet'			
Appoint and brief hosts			
Other speaker requirements			
Biographies, photos and abstracts			
Electronic copies of presentations			
Other (<i>provide description</i>)			

EQUIPMENT

Activity	Person Responsible	Date Due	Date Completed
Lectern			
Podium			
Microphone(s)			
LCD projector/screen			
Raised platform			
Laser pointer			
Video projector			
Panel set ups			
Extension cords			
VCR/DVD, television			
Tape player/ radio			
Media facilities			
Other (<i>provide description</i>)			

PUBLICITY & PROMOTION

Activity	Person Responsible	Date Due	Date Completed
Determine sponsor reqs.			
Logo/brand requirements			
Satchels			
Fliers/brochures			
Direct mail (print & email)			
Gifts			
Posters			
Advertising (electronic and print)			
Web marketing			
Public Relations campaign (including media- press releases/ media opportunity)			
Photography, video recording			
Signage (including backdrops, lectern, entrance)			
Displays and exhibition			
Other (<i>provide description</i>)			

FOOD & BEVERAGE

Activity	Person Responsible	Date Due	Date Completed
Menu selection (including beverages and special dietary requests)			
Caterers			
Service (buffet, seated, standing)			
Menu tasting			
Table configuration			
Head table			
Place cards			
Floor plan			
Running sheet for F & B			
Refreshments in break-out, media and speaker			

preparation rooms etc.			
Other (<i>provide description</i>)			

REGISTRATION

Activity	Person Responsible	Date Due	Date Completed
Registration desk set up			
Promotional material			
Lanyards/ name badges			
Onsite registration facilities (tables, staff, cash box, receipts, credit facilities, computers, lanyards)			

OTHER

Activity	Person Responsible	Date Due	Date Completed
Traffic control			
Valet parking/ VIP parking			
Volunteer program			
Weather contingency			
Security			