Event Planning Checklist

6 Months Before: Big Picture Planning

☐ Determine Your Budget
☐ Have Concrete Goals and Objectives
☐ Decide on Your Target Audience
☐ Choose an Event Type

4-6 Months Before: Logistics

☐ Pick a Venue
☐ Choose a Date and Time
☐ Have a Back-Up Plan
☐ Create a Website and Marketing Plan
☐ Get Speakers and Lock Down Sponsors

2-4 Months Ahead: Get People Excited

☐ Create Buzz Around your Event
☐ Meet with All Third Party Vendors
☐ Finalize Design of Event Signs and Program
The Week Before: Final Countdown

☐ Have All Signs/Pamphlets/Brochures Printed
☐ Ramp Up Your Marketing Efforts
☐ Run Through the Roles of All Staff

1 Day Before: Last Minute Details

☐ Set Up at the Venue
☐ Run Through Script
☐ Confirm Number of Attendees

After the Event: Follow-up

☐ Ask for Feedback
☐ Post-Event Publicity
☐ Send Thank You Notes