

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