

Event Checklist to Kick-off your event planning

(to be done 4-6 months before D-day)

- ☐ Establish event goals, this gives you a purpose to work towards
- ☐ Set a Date and location
- ☐ Identify a venue and location, it will allow you to move further into the logistics and marketing for the event.
- ☐ Create an Event Plan of attack. This allows you to have a precise plan and idea on your event. When you brainstorm hard before the rest of the process is easy as pie ;)
- ☐ Get cost estimates (e.g. equipment, venue rental, food and beverages, travel, Speaker fees) and create a budget that can be presented to the stakeholders concerned.
- ☐ Recruit your A-Team, from the areas of specialties you require, your Event Coordinator, Event Assistant are just some roles to name.
- ☐ Develop and implement a publicity plan and brand your event.
- ☐ Social Media: Open social media accounts and get people to follow, learn and get motivated for the event!
- ☐ Media Relations: This would be getting articles of the up coming event out there and working together to get the event out into the media.
- ☐ Signage and event marketing material design: Having a logo and symbols people can identify and differentiate your event can help.
- ☐ Find your speakers/Presenters /entertainers and do not forget your Keynote speaker
- ☐ Find and contact sponsors/partners, also think about the best way to approach theme and explain your goals and objectives