

Event planning checklist and tip sheet

Use this checklist to assist in planning your event or launch.
It might not include all the specific elements of your event but may be a useful guide.

Early event planning

Contact person

- Event coordinator _____
 - Contact phone number _____
 - Email _____
-

Notes

About the event

- Name of event _____
 - Description of event _____
 - Date and time of event _____
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Time of event

- Does the event coincide with any statewide initiatives (e.g. Disability Action Week or Seniors Week)? _____
- Does the event clash with any school holidays or other local events? _____
- Do you want media to attend and cover the event? _____

Note: Getting media to a weekend event is harder than during the week.

Notes

Location of event

- ▶ How far in advance do you need to book?
- ▶ Can people with disability easily access the area, toilets, stage and parking?
- ▶ If the event is planned to be held outside, is there a wet weather plan in place? When would a decision need to be made about the weather and how would this be communicated to the attendees?

Target audience—who

- ▶ Who is this event targeted at?
- ▶ What is known about the target audience which will help identify how to attract and/or communicate to them?

Aims/objectives—why

- ▶ Why are you holding this event?
- ▶ What outcomes do you want to achieve?

Message—what

- ▶ What do you want to say to the target audience?
- ▶ What action do you want attendees to do as a result of the event?

Content—how

› How can the information be presented to hold the attendees' interest?

› Do you need any props, computer access and projection facilities?

› Do you need any back-up handouts? Does the content need to be approved?

Promotion—getting people to attend

› What communication channels will you use to encourage people to attend the event? For example, emails, posters, staff newsletters, direct contact.

› Do you need to know who is attending—how can people contact you?

Risk assessment

› Identify possible risks and develop strategies to minimise these risks.

› For example, how will you get the message across to your target audience if there are only small numbers at the event?

Notes

Budget

‣ Does your budget have to be approved?

‣ Source identified

‣ Sponsorship

‣ Break-even point established

‣ Have you accounted for the GST?

Evaluation criteria established

‣ How will you measure effectiveness and success?

‣ Did you achieve what you set out to do?

‣ Did it come in on budget?

‣ What were the intended and unintended outcomes?

Checklist

‣ Who will be involved in the event

‣ Date/s of event determined

‣ Location or venue for event booked

‣ Target audience determined

‣ Message determined

‣ Objectives set

‣ Risk assessment completed

‣ Budget set

‣ Evaluation criteria established

Notes

Invitations

- Mailing list generated/updated
- Invitation composed
- Invitation checked
- RSVPs and date set
(responsible person briefed)
- Invitation list compiled
- Names on list and titles/addresses
checked for accuracy
- Special guests/speakers alerted to
make time in diaries
- Invitations sent out with enough
time to reply and book numbers for
catering

Catering

- Cost per head or person pay for entry
- Beverages—orange juice, mineral
water, tea and coffee
(instant or percolated)
- Food—fruit platters, sandwiches
(are these healthy options and
easy to eat?)
- Hot or cold
- Self service or waiting staff
- Internal or external catering
- Power required
- Equipment required
- Tables and chairs

Notes

- Tablecloths and napkins (disposable or non-disposable)
- Cups and saucers, plates, knives and forks (disposable or non-disposable)
- Can the theme of the event be followed through in catering? (how do we make it fun)
- Special dietary requirements of guests, ie vegetarian, gluten free, did we order these and make these available separately from other catering?
- Menu

Advertising

- Radio, TV, school newsletter
- Local library, community notice boards
- Media releases drafted for different media channels
- Media alert—sent out a week before the event

Talent (your guest performer or speaker)

- Book and brief
- Rehearsals

Signage

- Banners or posters?
- Any sponsors signs?
- Other signage produced to promote locations of toilets, food

Notes

Program/running sheet/speeches

- Program finalised _____
 - Running sheet written _____
 - Program/running sheet sent to speakers _____
 - Speakers fully briefed _____
 - Speeches written _____
 - Let caterers know program i.e. when to serve drinks and food _____
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Value added for guests

- Copy of publication, CD-ROM _____
 - Gifts _____
 - Programs _____
 - Catalogues _____
 - Special offers or discounts _____
 - Competitions _____
 - Prizes _____
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Logistics

- Security alerted _____
- Occupational health, welfare and safety concerns addressed _____
- Provision of first aid onsite _____
- Permits obtained and submitted _____

Notes

Audio/visual requirements and staging

- Stage if needed, what size
- PA system
- CD or tape player
- Lapel or hand held microphone
- Lighting
- Extra electrical requirements
- Lectern

Staffing

- Extra required
- Staff to meet and greet guests

Ambience

- Floral arrangements, pedestal—can the theme of the event be consistent throughout?
- Background music to create lively atmosphere

Guest comfort

- Accessible event grounds
- Accessible toilet facilities

Hospitality

- Welcome signage at entrance
- Ushers briefed
- Cloak room

After the event

› Send photos and follow up media release to media channels

› Person responsible

› Debrief

› Comments on all aspects (negative and positive)

› Guest feedback

› Guidelines for improvement next time

› Post event evaluation

› Celebration

› Send thank you to speakers
