

# THE ULTIMATE EVENT Checklist

Hosting a successful event requires a lot of planning to handle all the moving parts. That's why we've put together this complete checklist - to make sure that you don't miss a single step and are as prepared as possible for the big day. Best of luck at your event!

## 1. PLANNING THE EVENT

- ☐ **Determine the event topic**  
*What is the focus of the event? Think about your intended audience. Why do they want to come your event? What are they expecting to get out of it? This will help you frame your planning at every stage.*
- ☐ **Finalize a date**
- ☐ **Set goals for the event**  
*Setting quantifiable goals will help you judge the success of your event. For instance, how many registrants & attendees do you expect?*
- ☐ **Create a budget (link to Budget Template)**
- ☐ **Select and finalize host/speakers**  
*Decide on the structure of the event. What will the agenda be like? Will there be a formal presentation with a PowerPoint or just a short talk? Include time for meet-and-greet.*
- ☐ **Brainstorm & Finalize a hashtag for the event (link to Social media engagement content)**
- ☐ **Find & Finalize a location**
- ☐ **Create event on event platform (Eventbrite)**

## 2. FINAL PREPARATIONS

- ☐ **Make arrangements for event resources:**
  - ☐ Food/Drinks
  - ☐ Computers/Projectors/Microphones
  - ☐ Badges or ID Stickers
- ☐ **Create emails to send to prospective registrants and attendees. Remember to include (links to templates):**
  - ☐ Invitation
  - ☐ Reminder
  - ☐ Second Reminder (Day of)
  - ☐ Follow Ups
- ☐ **Invite guests!**  
*You can leverage your personal and professional networks to find people you'd like to invite. Again, think about who your intended audience is and who would get the most out of the event.*
- ☐ **Promote your event (link to promotion guide)**  
*You can use email, social media, blogging, PR, or any other channel in which you've promoted something in the past.*

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### 3. DAY OF EVENT.



#### Arrive early to event space

*Double check to make sure you have everything you need in terms of refreshments, technology, and support materials.*



#### Prepare an Icebreaker game (link to template)



#### Send out Day-of reminder email to all registrants



#### Post to social media using your hashtag, both before and during the event



#### Record the event using photo & video to include in post-event promotion



#### If the meetup will occur on a regular basis, inform the attendees of the next meeting date

### 4. POST-EVENT.



#### Send out follow up emails

*Send an email to all the attendees, thanking them for coming, and a separate "Sorry We Missed You" email to registrants who did not attend.*



#### Write a blog post recapping the event

*Be sure to use the video and photos you took during the event.*



#### Send out post-event survey to all attendees (link to template)



#### Revisit your goals & do post-event evaluation

*Did you meet your initial expectations? Why or why not?*

***Nice work! Give yourself a pat on the back for hosting a great event.***

### Notes:

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