

EVENT PLANNING CHECKLIST

Every event is unique, but this should help with most events

As Early As Possible

- Number of guests
- Date(s) for the event (Factor in your speakers schedule if necessary)
- General location
- Type of venue (Casual vs Formal, Indoor vs Outdoor, Quiet private room vs Open area)
- Develop an initial budget

Book Your Venue

- Go to [PerfectVenue.com](https://www.perfectvenue.com) to compare venues

Confirm Event Details

- Confirm your speaker(s) and any remaining marketing details with them
- Coordinate relevant details with the venue like what will be served, timing, etc.
- Set up digital marketing for the event (Facebook, Eventbrite, etc)

Notify Your Guests

- Email your guests
- Post the event to social media (Facebook, Eventbrite, etc)
- Send out more formal invites if necessary

Coordinate With Vendors

- Photographer
- Food
- Beverages
- Music (DJ, Band, etc)
- Audio/Visual Support
- Decorations
- Glassware/Attendee Gifts
- Child Care
- Tables and Chairs
- Linens

Execution

- Check up on marketing and ticket sales/ attendees and see if you need to adjust anything
- Reconfirm budget based off of the updated number of guests
- Organize speaker gifts
- VIP travel coordination

1 Week Prior To The Event

- Re-confirm the venue and update them on any changes to guest count
- Re-confirm all speakers
- Re-confirm all vendors
- Ensure the budget is matching up
- Print necessary materials (programs, name tags, name tents, etc)
- Contact attendees with the updated agenda and key information like when and where the event starts, attire, if they should bring their ticket, parking instructions, directions, special instructions, etc.
- Develop the script and confirm the bios match up and all participants understand and have practiced their part
- Conduct venue walk through

After The Event

- Coordinate payment if necessary
- Facilitate lost and found between the venue and guests if necessary

Military Specific Considerations

- Identify the Color Guard
- Coordinate with the units band
- Coordinate with the protocol office if senior leaders are attending
- Coordinate with PAO
- Conduct any necessary legal reviews