



The Event Checklist

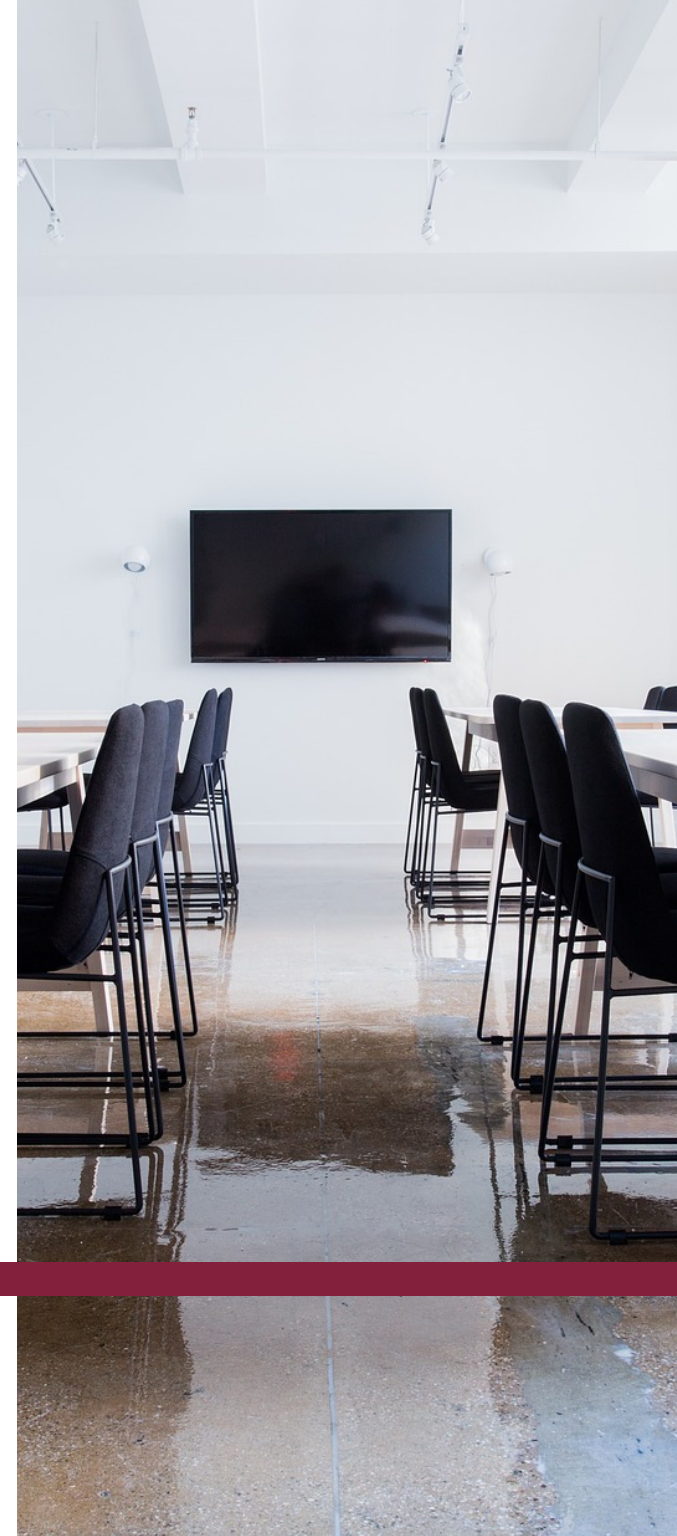
**These are the exact steps I take when I produce event.
You can extend or shorten each month depending on
the type of event you are planning.**

ASAP

- Choose event format (ie. in-person workshop, meetup, networking social)
- Create Event Plan {topic, target audience, speakers, sponsors, hashtag, venue}
- Finalize date/time
- Choose a theme

4-6 Months Before

- Create a guestlist/prospect list
- Create event agenda
- Write landing page and invitation copy
- Outline all necessary e/graphics {save the date, event cards, email invitation, sponsor social badges}
- Create a hashtag and begin using it to share event info
- Choose vendors {event planner, graphics, photographer, web designer, copywriter, printer, audio visual and catering}
- Design landing page and printed invitation
- Design all digital & social media graphics
- Build registration engine {website landing page, email protocol}
- Select favors/gifts if applicable
- Do a dress rehearsal for tables & decorations
- Order any decorations or other items



2-4 Months Before

- Deliver mail invitation, flyers, and brand collateral (if needed) to printer for printing
- Share save the date via social, monthly newsletter and other channels
- Begin passively promoting the event
- Create menu
- Create drink menu
- Take inventory of printed brand collateral for swag bags
- Assemble & send printed invitations and mail via postal service
- Deliver digital graphics to speakers and sponsors
- Create playlists, slideshows or other media for event
- Reserve any rented items

3-6 Weeks Before

- Email graphic invitations – 1 st blast
- Publish event blog post, ask speakers and sponsors to do the same – 1 st post
- Share event graphic across all social channels, include event hashtag
- Pass out event cards as you meet with people
- Update email signature to promote event and drive traffic to website landing page
- Update your voicemail to promote event
- Calculate anticipated attendees
- Design/Order programs
- Purchase thank you notes
- Plan own/group/staff outfit
- Purchase/gather basics kit: batteries, duct tape, scissors, extension cord, paper, safety pins, pens, granola bars and bottled water
- Create photo checklist



1-4 Weeks Before

- Publish an event blog post, ask speakers and sponsors to do the same – 2 nd post
- Prepare floor plan/seating chart
- Create Event Day Checklist & Itinerary
- Include all services/venue/help phone numbers are saved on phone
- Include times to go live on Periscope, Facebook Live, SnapChat...
- Confirm details with any contracted help, bands, speaker, caterer, photographer, etc.
- Purchase remaining items
- Check equipment & lighting
- Print/purchase programs
- Email digital invitations – 2 nd blast
- Publish an event blog post, ask speakers and sponsors to do the same – 3 rd post
- Host a FB Live, IG Live, Stories, Twitter tweet up (Chat), and/or Google+ hangout with speakers to generate buzz
- Write and schedule a blog post to publish on Event Day – 5 th post
- Ask speakers and sponsors to do the same
- Position the same call to action “follow event highlights via hashtag”
- Choose your date for the next event
- Create a sign-up sheet to have onsite for followup and/or pre-sales for the next event



3 Days Before

- Reminder to attend calls and emails to attendees
- Publish an event blog post, ask speakers and sponsors to do the same – 4 th post

1-2 Days Before

- Confirm venue / catering / audio visuals
- Create, print and assemble name badges
- Schedule on-message social media posts for Event Day
- Pick up last minute items: balloons, flowers, ice..
- Pick up rental items
- Begin set-up
- Prepare payment for all day-of services

Event Day!

- Refer to Event Day Checklist
- Get Involved. Engage. Take Photos. Share on Social Media.
- Initiate save the date for the next one
- Have Fun!!

Congratulations! Remember to celebrate your wins!



2 Days After

- Debrief with your immediate planning team
- Debrief with speakers and others involved in the event
- Thank You email to attendees
- Sorry You Couldn't Make It email to no shows
- Publish an event related blog post, with photos from the day – 6 th post

5-7 Days After

- Follow-up with all attendees to share their thoughts and to get on the Save the Date list for the next event
- Follow-up with attendees who asked to be on the save the date list and offer incentive to sign up now!
- Enter new contacts into nurturing list
- Pay any outstanding bills
- Write down event stats to use as a benchmark for the next one

Start planning your next event!





**" Every Event is an Opportunity
to Generate Positive Buzz
About Your Brand."**

Who created this?

I'm **Mahoganey Jones**, founder of **EVENT**SPECIALISTS where we excel at producing educational and revenue generating events.

You can find me on Twitter @mahoganeyjones Or in my private FB Community where I share my event planning tips, event strategies and support the creation of revenue generating event.

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