# Event Planning Checklist

| Initial Planning Phase | | | | |
|---|---|---|---|---|
| **Task** | **Done?** | **Assignee** | **Due Date** | **Note** |
| **8-12 Weeks Before** | | | | |
| Define event goals, target audience, and key performance indicators | ☐ | | | |
| Establish total budget with contingency funds | ☐ | | | |
| Research and book venue with capacity for expected attendance | ☐ | | | |
| Build a detailed schedule with important deadlines for each task. | ☐ | | | |
| Plan out the event's content and activities. | ☐ | | | |
| Identify and contact potential speakers/presenters. | ☐ | | | |
| Research and select event management software/tools | ☐ | | | |
| Draft sponsorship options and begin reaching out to potential sponsors. | ☐ | | | |
| Secure event insurance coverage | ☐ | | | |
| Assemble core planning team and assign responsibilities | ☐ | | | |
| Create a strategy for promoting the event, including timelines for social media and other channels. | ☐ | | | |
| Develop branded event materials (logo, theme, color scheme) | ☐ | | | |
| Book accommodations block for out-of-town attendees/speakers | ☐ | | | |
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## 6-8 Weeks Before

| Task | | | | |
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| Finalize event agenda, schedule, and session formats | ☐ | | | |
| Confirm speakers/presenters and collect their materials/requirements | ☐ | | | |
| Contract essential vendors (catering, AV, security, cleaning) | ☐ | | | |
| Launch registration system and early-bird ticket sales | ☐ | | | |
| Begin promotional campaign across all channels | ☐ | | | |
| Create event website or dedicated landing page | ☐ | | | |
| Develop floor plan and space allocation | ☐ | | | |
| Order signage, badges, and printed materials | ☐ | | | |
| Arrange transportation logistics (shuttles, parking) | ☐ | | | |
| Begin weekly planning team meetings | ☐ | | | |
| Initiate permit applications if required | ☐ | | | |
| Create attendee communication plan and templates | ☐ | | | |
| Develop content for event app or digital guide | ☐ | | | |
| Confirm sponsorship commitments and deliverables | ☐ | | | |
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## 4-6 Weeks Before

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| Review registration numbers and adjust marketing if needed | ☐ | | | |
| Share event details, expectations, and logistics with confirmed speakers and presenters. | ☐ | | | |
| Finalize menu selections with caterer | ☐ | | | |
| Develop a precise schedule with timing for each part of the event | ☐ | | | |
| Set up social media event pages and hashtag strategy | ☐ | | | |
| Schedule pre-event promotional content | ☐ | | | |
| Organize staff/volunteer training sessions | ☐ | | | |
| Create emergency response plan and communication protocols | ☐ | | | |
| Begin technical production planning (staging, lighting, sound) | ☐ | | | |
| Finalize room blocks and accommodation arrangements | ☐ | | | |
| Confirm your order for branded items, attendee giveaways, and event swag. | ☐ | | | |
| Create VIP/sponsor experience elements | ☐ | | | |
| Arrange photography and videography coverage | ☐ | | | |
| Review accessibility accommodations and requirements | ☐ | | | |
| Review and finalize any signage, banners, and branding that will be placed | ☐ | | | |
| Arrange transportation for high-priority attendees | ☐ | | | |
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## 2-3 Weeks Before

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| Send event reminders with final agenda to registered attendees | ☐ | | | |
| Schedule a walkthrough of the venue with your core planning team | ☐ | | | |
| Create load-in/load-out schedule with all vendors | ☐ | | | |
| Finalize audiovisual requirements and presentations format | ☐ | | | |
| Prepare speaker/VIP welcome packages | ☐ | | | |
| Test the registration systems, event apps, and live streaming platforms | ☐ | | | |
| Finalize and print name badges and print the final attendee lists | ☐ | | | |
| Confirm staffing assignments and create shift schedules | ☐ | | | |
| Confirm transportation options and routes for attendees, speakers, and VIPs. | ☐ | | | |
| Review and confirm signage placement around the venue | ☐ | | | |
| Update website with final event information | ☐ | | | |
| Arrange post-event evaluation system | ☐ | | | |
| Confirm media attendance and prepare press materials | ☐ | | | |
| Review security arrangements and access control protocols | ☐ | | | |
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## 1 Week Before

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| Send final confirmation emails with essential event details to attendees | ☐ | | | |
| Hold comprehensive team briefing for all staff and volunteers | ☐ | | | |
| Confirm final headcounts with venue and caterer | ☐ | | | |
| Collect and organize all presentation files in backup formats | ☐ | | | |
| Prepare all the registration materials and attendee packets | ☐ | | | |
| Prepare vendor payment envelopes and tip amounts | ☐ | | | |
| Create contact sheet with all key personnel and emergency numbers | ☐ | | | |
| Check weather forecast and adjust outdoor plans if necessary | ☐ | | | |
| Conduct technical rehearsals for key presentations/performances | ☐ | | | |
| Finalize seating/table arrangements | ☐ | | | |
| Prepare branded social media templates for live event coverage | ☐ | | | |
| Assemble emergency supply kit (first aid, tools, tech backups) | ☐ | | | |
| Review special accommodations requests and requirements | ☐ | | | |
| Schedule post-event debrief meeting with key stakeholders | ☐ | | | |
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## Day Before

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| Conduct final venue walkthrough with venue manager | ☐ | | | |
| Confirm all deliveries and vendor arrival times for event day | ☐ | | | |
| Set up registration area and information stations | ☐ | | | |
| Test all technical equipment and backup systems | ☐ | | | |
| Place directional signage and branded materials | ☐ | | | |
| Organize VIP/speaker green room with necessary amenities | ☐ | | | |
| Prepare and distribute final briefing notes to staff/volunteers | ☐ | | | |
| Charge all communication devices and backup batteries | ☐ | | | |
| Review transportation schedule and confirm drivers | ☐ | | | |
| Prepare cash box and change if handling onsite payments | ☐ | | | |
| Check in with speakers/presenters and address any last-minute needs | ☐ | | | |
| Print final copies of run sheets, attendee lists, and seating charts | ☐ | | | |
| Set up early decorations and displays as permitted | ☐ | | | |
| Conduct security briefing and verify access control systems | ☐ | | | |
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## Event Day

### Pre-Opening (Early Morning Setup)

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| Arrive at venue 2-3 hours before doors open | ☐ | | | |
| Conduct venue safety walkthrough | ☐ | | | |
| Set up and test registration systems/technology | ☐ | | | |
| Brief all staff and volunteers on the day's schedule and responsibilities | ☐ | | | |
| Set up greeters at entrances to direct attendees and provide information | ☐ | | | |
| Test all audiovisual equipment and presentations | ☐ | | | |
| Check Wi-Fi and technical connectivity | ☐ | | | |
| Verify catering setup and food delivery | ☐ | | | |
| Place final signage and directional indicators | ☐ | | | |
| Prepare VIP/speaker holding areas | ☐ | | | |
| Stock information desks with materials and resources | ☐ | | | |
| Set up photography/videography equipment | ☐ | | | |
| Test emergency communication systems | ☐ | | | |
| Conduct final sound checks and lighting tests | ☐ | | | |
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## Opening Hours/Registration Period

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| Open registration/check-in desks with full staffing | ☐ | | | |
| Monitor entrance flow and adjust staffing as needed | ☐ | | | |
| Manage early arrivals and special access requests | ☐ | | | |
| Brief security on VIP arrivals and protocols | ☐ | | | |
| Start social media coverage and announcements | ☐ | | | |
| Distribute welcome packages and badges | ☐ | | | |
| Guide exhibitors/sponsors to their locations | ☐ | | | |
| Appoint a team on standby to fix any registration or technical issues | ☐ | | | |
| Start serving early refreshments for attendees | ☐ | | | |
| Confirm all speakers/presenters have arrived | ☐ | | | |
| Activate event app push notifications | ☐ | | | |
| Conduct final microphone checks for opening sessions | ☐ | | | |
| Update digital signage with any schedule changes | ☐ | | | |
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## Main Event Hours

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| Manage room transitions and timing between sessions | ☐ | | | |
| Coordinate speaker transitions and technical needs | ☐ | | | |
| Monitor attendance at various sessions/areas | ☐ | | | |
| Oversee meal service and refreshment breaks | ☐ | | | |
| Address attendee questions and special requests | ☐ | | | |
| Facilitate networking activities and special events | ☐ | | | |
| Maintain contact with venue staff for immediate needs | ☐ | | | |
| Collect attendee feedback throughout the event via surveys, app responses, or in-person interactions | ☐ | | | |
| Track social media platforms for mentions of the event | ☐ | | | |
| Ensure photographers and videographers are documenting key moments | ☐ | | | |
| Manage any medical or emergencies promptly | ☐ | | | |
| Update team via established communication channels | ☐ | | | |
| Implement contingency plans as needed | ☐ | | | |
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## Closing/Wrap-Up

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| Manage closing session or keynote | ☐ | | | |
| Begin breakdown of non-essential areas | ☐ | | | |
| Distribute post-event surveys | ☐ | | | |
| Collect leftover materials and supplies | ☐ | | | |
| Secure valuable equipment and items | ☐ | | | |
| Thank speakers, sponsors, and key participants | ☐ | | | |
| Oversee vendor departure and initial load-out | ☐ | | | |
| Conduct lost and found collection | ☐ | | | |
| Hold brief end-of-day team meeting | ☐ | | | |
| Document any venue damages or issues | ☐ | | | |
| Begin social media wrap-up messaging | ☐ | | | |
| Secure final payments or signatures required | ☐ | | | |
| Thank venue staff and confirm post-event responsibilities | ☐ | | | |
| Organize a team celebration or acknowledgment | ☐ | | | |
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| Post-Event (1-2 Weeks After) | | | | |
|---|---|---|---|---|
| Send thank-you emails to attendees, speakers, sponsors, and vendors | ☐ | | | |
| Collect and compile event photos and videos | ☐ | | | |
| Review survey results and attendee feedback | ☐ | | | |
| Hold a comprehensive team debrief meeting | ☐ | | | |
| Prepare event performance report with KPI measurements | ☐ | | | |
| Finalize and pay all outstanding vendor invoices | ☐ | | | |
| Update attendee database with new connections | ☐ | | | |
| Create and distribute a highlight reel or an event recap | ☐ | | | |
| Return any rented or borrowed equipment | ☐ | | | |
| Send promised materials or information to attendees | ☐ | | | |
| Archive event documentation and planning materials | ☐ | | | |
| Conduct ROI analysis for sponsors and stakeholders | ☐ | | | |
| Begin preliminary planning for next event, if applicable | ☐ | | | |
| Identify improvement opportunities from lessons learned | ☐ | | | |
| Recognize and reward outstanding team contributions | ☐ | | | |