

## EVENT PLANNING CHECKLIST

- High Level Planning: For larger events this could be 2 years or more in advance of the event. Smaller events are likely to have a shorter planning cycles, however every event is unique regardless of size.
- Establish your event goals and objectives
- Select the dates that are viable for your event
- Identify venues that suit all of your needs and negotiate the finer details
- Develop Event Master Plan
- Get cost estimates to ensure your resource can be met by the hotel (e.g., room rental, food & beverages, equipment, speaker fees, travel, etc.) and create a budget. Determine registration fees.
- Shortlist your venues and arrange a site visit with your prospect event managers. The Event Manager from your venue can be just as important as the venue.
- Choose your venue and contract on the space
- Recruit event committee and event manager
- Confirm speakers/presenters/entertainers
- Identify and contact sponsors/partners 3-4Months Ahead of Event Speaker/presenter/entertainers
- Finalise presentation/speech topics
- Source travel & accommodation arrangements
- Budget for Registration fees
- Set up Registration process
- Investigate need for any special permits or extensions to licenses, insurance, etc.
- Determine and arrange all details that will be needed onsite for a successful event re menu, A/V equipment, registration set-up, parking, signage, etc.
- Develop draft program
- Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.)
- Request logos from corporate sponsors for online and printed materials
- Produce invitations, programs, posters, tickets, etc.
- Develop media list & prepare press release, and all media kit materials (e.g., speaker info, photos,
- Create event page on your website
- Create a social media event pages
- Determine VIPs and create invitation & tracking document

## 2 Months Prior to Event

- Arrange a meeting with your venue event manager
- Send reminders to contact list re registration/participation Presenters/Speakers
- Confirm travel/accommodation details for delegates
- Note any special requests from delegates or dietaries & accessibility etc.
- Request copy of speeches and/or presentations
- Release press announcements about keynote speakers, celebrities, VIPs attending
- Post your initial event news release on your website and circulate to all partners, affiliated organisations, etc.

## 3 Weeks Ahead

- Arrange a meeting with your venue event manager
- Send rooming lists to the venue for residential delegates
- Have all committee chairs meet and confirm all details against Master Plan – and ensure back-up plans are developed for any situation (e.g., back-up volunteers as VIP greeters, additional volunteers for registration or set-up, etc.)
- Finalise event delivery

## 1 Week Ahead

- Arrange a meeting with your venue event manager
- Brief all hosts and staff about their event duties and timelines
- Final seating plan, place cards, etc.
- Provide final registration numbers to the venue
- Make print and online copies of any speeches, videos, presentations, etc.
- Final registration check, name badges & registration list

## 1 Day Ahead

- Arrange a final meeting with your venue event manager
- Organise an Event run through meeting to ensure all equipment meets your needs and access if any updates need to made to the delivery plans.
- Ensure all signage is in place
- Ensure registration are prepared and stocked with necessary items
- Ensure all promo items are on-site Event day
- Ensure you have copies of all instructions, directions, phone numbers, keys, extra parking permits for VIP guests, seating plans and guest lists with you
- Check-in with each Committee Chair to ensure their team is on schedule.

**Planning your event should be rewarding not challenging. Stirling Venues talented Events Team can help you plan your event to ensure your conference is a complete success.**

**Contact Us On:**

**01786 466000**

**[stirlingvenues@stir.ac.uk](mailto:stirlingvenues@stir.ac.uk)**