

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 be 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