

Event Planning Checklist

Here's a generic checklist for planning an event that you can reference to help you organize your upcoming event:

Four months before the event

- *Determine the goals of the event.*
- *Pick a theme.*
- *Decide on a date that doesn't conflict with other events you or your target audience might participate.*
- *Research a venue that can accommodate the event needs and make a reservation.*
- *Decide on budgets for other major factors, like catering and music.*
- *Determine other logistical event needs, such as insurance or security.*

14 weeks before the event

- *Develop an event committee.*
- *Book security and parking.*
- *Create branding for the event, like a logo or webpage.*
- *Place orders for catering services.*
- *Develop and implement marketing and publicity initiatives through social media, blogs, billboards, postcards or emails.*
- *Contact individuals involved in the event like guest speakers.*
- *Sell advance tickets.*
- *Send out emails or letters advertising to save the date.*

Three months before the event

- *Create documents, like budgets, to-do lists and design requirements, for every event committee member.*
- *Receive bios from all guest speakers.*
- *Sign all contracts for catering services, guest speakers, music and other services.*
- *Acquire sponsors.*

10 weeks before the event

- *Close ticket presales and release info about regular tickets.*
- *Decide on registration fees based on projected and actual costs of the event.*
- *Create an online registration system.*
- *Distribute requests for volunteers.*
- *Order decorations.*
- *Book a photographer or videographer.*
- *Research accessibility at the venue, such as parking spaces for people with disabilities or live captioning systems.*

Two months before the event

- *Remind people on your contact list to register.*
- *Send out event reminders through other channels, like social media.*
- *Confirm sponsors and guest speakers.*

Six weeks before the event

- *Produce or get materials for the event, such as banners or stickers.*
- *Design a timeline of the event's speakers or features.*
- *Send out a media advisory if the press might attend.*

One month before the event

- *Delegate responsibilities to volunteers and staff.*
- *Print table cards, programs or other materials to distribute at the event.*
- *Contact and confirm details with media representatives.*

Two weeks before the event

- *As necessary, review scripts or seating charts.*
- *Complete volunteer or staff event training.*
- *Meet with the committee to confirm all details.*

One week before the event

- *Close event registration.*
- *Schedule set up for speaker equipment, tables and chairs.*
- *Monitor weather forecast if planning an outdoor event.*
- *Submit the final registration tally to caterers.*

A day before the event

- *Make and print a list of contact information for all [event staff](#) and volunteers.*
- *Assemble all materials needed for the event.*
- *If allowed by the venue, set up the event early.*
- *Test any electronic equipment, such as sound systems.*

Day of the event

- *Supervise the setup for the event.*
- *Make sure you have copies of materials like parking information, registration lists and permits.*
- *Set up a system for participant check-in.*
- *Regularly check in with volunteers and staff.*
- *Perform a final walkthrough of the venue before allowing guests inside.*

Day after the event

- *Check that you removed all of the materials from the venue.*
- *Update your budget based on receipts, invoices and registration lists.*
- *Send thank you notes to caterers, venue, music and other vendors or volunteers.*
- *Debrief how the event went with other committee members.*
- *Collect all documents like promotional materials, updated budget, security plan and the event map to help you plan for future events.*