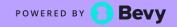
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The Ultimate Event Planning Checklist



Print and use this checklist to ensure you're ready for each step of your event!



Event Name	
Date	
Location	
Number of Guests	
Event Planner	
Event Description	
Number of Guests Event Planner	

Notes	
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12 - 6 Months Prior to the Event

	Point of Contact	Due Date	Done
Establish Event Concept			
Event name			
Event theme			
☐ Set goals and objectives			
☐ Estimate the # of attendees			
Select the date and time			
Estimate the costs			
☐ Venue Rental			
☐ Food and beverage			
☐ Travel and lodging			
Rental equipment			
☐ Speaker fees			
☐ Staff fees			
☐ Insurance			
Set an event budget			
Build the event team			

	Point of Contact	Due Date	Done
Book venue			
Research venues and their availability			
☐ Narrow down your venue options			
Set up a meeting with the venue, discuss and confirm details about the event			
Confirm accessibility and the equipment needs			
Get a quote			
Review venue contract			
☐ Get Insurance			
Develop event branding			
Logo and tagline			
Color scheme			
☐ Typography			
Event landing page			
☐ Ticket Design			

	Point of Contact	Due Date	Done
Select and Contact Prospective Speakers Create a list of speakers that match your event concept Confirm their availability and budget requirements Brainstorm speech topics			
Come up with a plan for promoting your event Determine the attendee persona Brainstorm ways to reach them Create promotional materials Set up your mailing list			
Determine your tech stack Conferencing tool Event registration system Event app (if applicable)			

	Point of Contact	Due Date	Done
Identify sponsorship opportunities Research and review the list of potential sponsors			
Prepare a sponsorship packet with information about your event			
Contact each potential sponsor by sending out individual sponsorship letters			
Review and sign the contracts			
Set up your registration system			
Prepare your registration form			
Determine registration fees			
Finalize a dedicated landing page for registrations			
Identify a payment processor			
Release early-bird tickets			

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6 - 3 Months Prior to the Event

	Point of Contact	Due Date	Done
Get your speakers on board			
Confirm speech topics			
Sign contracts			
Get speaker bio and headshot			
Plan the speaker's arrival and departure dates			
Ask speakers to help get the word out about your event by sharing information with their network			
Map out your event agenda			
Getting your venue ready			
Room Layouts/Floor Plans			
Seating Chart			
Verify any equipment needed, including A/V equipment, tables, chairs, and other supplies			
Confirm parking spaces			
Check for any necessary permits and licenses			
Review safety and security plan			

	Point of Contact	Due Date	Done
Planning the logistics Research potential vendors			
Review food and beverage options with vendors			
Receive quotes from vendors			
Confirm preferred vendors by emailing them your contract			
Include a contingency plan for emergencies			
Start executing your event promotion plan			
Create promotional calendar			
Set up an email marketing campaign for both your attendees and potential attendees and start sending out emails			
Review all of the information that is on your website			
Promote your event on social media			
Create a media kit (if applicable)			
Create and send email notifications for the upcoming event			

	Point of Contact	Due Date	Done
Start executing your event promotion plan <i>(cont.)</i>			
Create an event page on Facebook and LinkedIn			
Post related content about your event on your blog			
Block the hotel rooms for your speakers and staff			
Select and book a photographer or a videographer (if applicable)			
Secure A/V Equipment			
Sound system			
Lighting			
Video projector			
Live-streaming equipment			
Secure entertainment			
Select and contact the emcees			
Schedule and book DJ (if applicable)			
Get your photo booth ready (if applicable)			

	Point of Contact	Due Date	Done
Find and get volunteers on board			

Notes	

3 - 1 Months Prior to the Event

	Point of Contact	Due Date	Done
Approve final agenda and get the word out			
Draft script for your event			
Get your event signage ready			
Send reminder about your event to the registered attendees			
Order gifts for your speakers, hosts, and volunteers			
Prepare your event swag			
Confirm all travel arrangements			
Notes 🖉			

1 Week Prior to the Event

	Point of Contact	Due Date	Done
Confirm all vendors and subcontractors are booked			
Send out a final timeline to all vendors with contact information and expected arrival times			
Finalize event script			
Finalize seating arrangements			
Confirm any special requests from attendees			
Finalize the event script and make sure that your hosts and volunteers are fully informed on what they need to do throughout the event			
Finalize registration list			
Meet with all the key players prior to the event			
Do a final inspection of the event venue			
Send a reminder to all attendees, including important information such as directions and check-in details			

1 WEEK PRIOR TO THE EVENT

	Point of Contact	Due Date	Done
Print everything you need for your event: tickets, name tags, programs, etc.			
Confirm all catering is ordered and ready for the morning of the event			

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1 Day Prior to the Event

	Point of Contact	Due Date	Done
Confirm any special equipment (staging, sound system, etc.) has been delivered to the venue			
Make sure that the AV system has been tested and that all equipment is working correctly			
Final registration check			
Set up the event space, including any tables or other furniture			
Get your event day checklist ready			

Day of the Event

	Point of Contact	Due Date	Done
Confirm all vendors/suppliers have arrived and are set up on time			
Do a final walkthrough of each room, making sure everything is in its place			
Confirm that all equipment, furniture, and decor is set up			
Make sure you have your event day checklist with you at all times			
Post reminders about your event on social media and send out the last emails			

Notes			

Post Event Action Items

	Point of Contact	Due Date	Done
Confirm that all vendors have been paid and are on their way home			
Clean up and confirm that all trash has been removed from the venue			
Confirm that all equipment has been packed up and is ready to be shipped back to the rental company			
Send out a thank you email to all your attendees			
Send out thank-you notes Sponsors Volunteers Speakers/Presenters Staff			
Publish an event recap content on your blog and social media			
Schedule follow-up meetings with the team			
Send out the post-event survey to your attendees			
Follow up with any new leads generated from the event			

POST EVENT ACTION ITEMS

Notes			