



Frodsham Town Council Event Planning Checklist

Purpose

To ensure your event is planned properly, a carefully planned checklist will ensure you stay organised, focused and on task. It is designed to:

- Clear your mind
- Organise all of your contacts
- Keep track of finances
- Help you team / volunteers
- All you to enjoy your event

An event-planning checklist should be one of the first things you do once you make the decision to plan an event.

	Done	Person Responsible	Approx. Hours to Complete	Due
4 – 6 Months Ahead of Event				
Establish your event goals and objectives				
Select the date				
Identify venue and negotiate details				
Develop an event master plan				
Get cost estimates: <ul style="list-style-type: none"> • Room rental • Food and beverages • Equipment • Speaker rates • Travel for staff • Insurance 				
Create an event budget				
Create an event working group				
Brand your event <ul style="list-style-type: none"> • Logo • Tagline • Website • Marketing material 				
Create and launch publicity plan				
Identify and confirm speakers / presenters / entertainers				

Identify and contact sponsors / partners				
Determine if you need event registration software to make the process easier				
Release early bird tickets				
3 – 4 Months Ahead of Event				
Build out required documents for your team				
<p>Speaker / presenter / entertainer liaison:</p> <ul style="list-style-type: none"> • Finalise presentation / speech topics • Get bio information, photo • Travel & accommodation arrangements • Have contracts signed if appropriate • Ask speakers to start promoting and sharing it with their network 				
<p>Determine if you need event registration software to make the process easier:</p> <ul style="list-style-type: none"> • Determine registration fees • Set up and enable online registration • Finalise sponsor levels and amounts • Identify items to be underwritten and accounting tracking details 				
<p>Venue and logistics planning:</p> <ul style="list-style-type: none"> • Determine and arrange all details re: A/V equipment, registration set-up, parking, signage etc. • Review security needs / plan for the event with venue manager 				

<ul style="list-style-type: none"> • Investigate need for any special permits, licenses, insurance etc. • Assess accessibility requirements and communicate to staff 				
<p>Follow publicity plan:</p> <ul style="list-style-type: none"> • Develop draft programme • Create draft event script • Develop publicity pieces • Request logos from corporate sponsors for online and printed materials • Develop and produce invitations, programmes, posters, tickets etc. • Develop media list and prepare News Release, Media Advisory, Backgrounder and all media kit materials • Enable / create email event notifications • Register your event on a variety of online event calendars • Create some buzz on your website and other forums • Determine VIPs and create invitation & tracking document • Order any desired event goodies 				
1 – 2 Months Ahead of Event				
Send reminders to your contact list regarding registration and participation				
<p>Reach out again to presenters / speakers regarding:</p> <ul style="list-style-type: none"> • Confirming travel and accommodation details 				

<ul style="list-style-type: none"> Request copy of speeches and / or presentations 				
<p>Sponsorship finalisation:</p> <ul style="list-style-type: none"> Follow up to confirm sponsorships and underwriting Get any promotional materials you'll be sharing at the event Ask sponsors to share event on their promotional channels 				
<p>Continue executing on your publicity plan:</p> <ul style="list-style-type: none"> Release press announcements about keynote speakers, celebrities, VIPs attending, honourees etc. Post your initial event news release on your website and circulate to all partners, affiliated organisations etc. Post more details about your event on social media 				
Close early bird tickets				
Finalise and proofread printed materials				
1 Week Ahead of Event				
Have all working group meet and confirm all details against the Master Plan				
<p>Finalise event script:</p> <ul style="list-style-type: none"> Ensure it includes wheelchair accessible areas and has clear paths through the venue 				
Brief any / all hosts, greeters, volunteers about their event duties and timelines				

Make print and online copies of any speeches, videos and presentations				
Do a final registration check, including name badges & registration list				
Determine photo and interview opportunities with any presenters and VIPs				
Confirm details with media attendees				
1 Day Before the Event				
Have all working group meet and confirm all details against the Master Plan				
Event Day!				
Ensure you have copies of all instructions				
Check in with each member of the working group to ensure they are on track				
Greet new attendees				
Post Event Follow-up				
Ensure nothing was left behind at the venue				
Financial status: <ul style="list-style-type: none"> Gather all receipts and documentation, final registration details etc. Update budget 				
Send thank-you's and acknowledgement letters to: <ul style="list-style-type: none"> Sponsors Volunteers Speakers / presenters Donors The media 				
Post-event publicity: <ul style="list-style-type: none"> Send out an email to your contacts with highlights from the event 				

<ul style="list-style-type: none"> • Make a publicity reel video • Share highlights on social media • Update website to reflect that it's a past event 				
Conduct a post-event survey				
Reach out to event participants				
Conduct a team debrief to learn their thoughts				
Conduct a thorough evaluation of the event				