

Event Planning checklist

Before you start

- Choose your planning software** - A project management app or kanban.
- Set your event goals** - Be clear (and realistic) about what you're hoping to achieve.

Pre-event

- Set a budget** - Make sure to allocate funds for aspects including: venue, entertainment, catering, marketing.
- Establish a team** - Define roles and responsibilities, create contracts or agreements, establish communication channels and organise pre-event meetings or training.
- Organise vendors and suppliers** - Who will provide equipment, catering, decorations, photography, transport? What are your requirements for signage, event website and promotional materials?
- Choose a venue** - Based on budget, audience, and theme. Determine what resources the venue can provide and what you'll need to cover.
- Set the space for virtual events** - Establish your platform, consider various social channels and gamification to increase engagement.
- Speaker management** - Identify and contact speakers early; prepare agreements; develop a program; collect materials; recruit your MC.
- Make a promotional plan** - determine the channels and platforms that will reach your audience; consider promotional products and design a website or landing page.

Pre-event

- Take Sustainability into account** - Consider targets for making your event a sustainable one: think about resources used, waste, transport options, energy conservation and sustainable marketing.
- Attendee management** - explore solutions such as [Lil Regie](#) to streamline your registration and attendee information, process payments, and communicate key information.
- Have a backup plan** - create a risk management plan for any last-minute issues or changes, weather conditions, or technical glitches.

During event

- Give yourself **plenty of time for setting up**.
- Share your to-do checklist** with volunteers and assign tasks.
- Make use of your team leaders** to oversee your volunteers.
- Designate a **point of contact for vendors**.
- Make time for **regular check-ins** so you can quickly work on any problems that pop up.
- Review your schedule and check in with speakers** to see if they have everything they need.
- Document any decisions or changes** that occur during the day.

Post event

- Get feedback from attendees, volunteers and vendors** to help identify what worked well, what didn't, and what sort of events they'd be interested in, in the future.
- Evaluate your budget** and note any overruns; take note of lessons learned, for next time!
- Make sure you **thank your staff** and acknowledge their hard work!