



Event Management Checklist

I have prepared this checklist to assist you in delivering a successful event that achieves your objectives and surpasses your expectations.



This checklist covers a range of topics and is provided to help you to take care of all the major items as well as all the 'little' things that are often forgotten – and those that can make the difference between a “good” event and a “great” one.



If you would like to book me as your Event Facilitator, MC or Host – or discuss the requirements of your next event – please feel free to contact me direct on:

Email: LeighStJohn@LeighStJohn.com



Wishing you a sensational event!

Leigh St John



Contents

Pre-Event Planning	2
Run Sheet.....	3
Publicity & Promotion	4
Invitations & RSVP	5
Risk Management & Legalities.....	6
Venue & Facilities	7
Audio Visuals	8
Management of Alcohol	9
Human Resources	10
MC/Facilitator/Coordinator	11
Entertainment, Keynote Speakers	12
Catering	13
Ticketing.....	14
Event Recording	15
Fund Raising.....	16
Acknowledgements	17
Event Budget	18
Post-Event Planning	19

Pre-Event Planning

- Date:
- Time:
- Number expected:
- Target audience:
- Cancellation Policy:
- Event Objectives (what you want to achieve and how you will measure whether it's been a success):

Run Sheet

- Include EVERYTHING on your run sheet
- Clearly note who is responsible for what
- Leave sufficient time – eg if you have advised your speaker they have 30 minutes to speak, consider leaving 35 minutes for their speech in your run sheet – it's better to have time on your side than try to make it up somewhere
- Provide Run Sheet to your MC at least 3 working days prior to the event
- Provide Run Sheet to AV personnel

Publicity & Promotion

- ☐☐ Press releases sent to all relevant media
- ☐☐ Social Media strategy engaged
- ☐☐ Promotional flyers prepared
- ☐☐ Promotional flyers distributed
- ☐☐ Paid advertising
- ☐☐ List event in all relevant 'What's On' directories
- ☐☐ Invitations to all relevant media representatives
- ☐☐ Media spokesperson – Which person from your organization speaks to the media?
- ☐☐ Posters, banners and signage prepared
- ☐☐ Posters, banners and signage placed at venue and other relevant opportunities (eg sponsor sites, local merchants, venue)
- ☐☐ Event Programs prepared
- ☐☐ Photo opportunities with VIPs arranged with media
- ☐☐ Company banners – your company and any sponsors
- ☐☐ Promotional materials for guests
- ☐☐ Blogging re the event

Invitations & RSVP

- ☐☐ Invitations prepared
- ☐☐ Invitations sent to database
- ☐☐ Invitations sent to all VIPs
- ☐☐ Who is your contact person for enquiries?
- ☐☐ Consider including a location map of venue
- ☐☐ Google map or similar re venue
- ☐☐ Online RSVPs
- ☐☐ Payment gateway

Risk Management & Legalities

- ☐☐ Safe place for event staff to leave their personal effects
- ☐☐ Relevant permits obtained
- ☐☐ Public Liability Insurance
- ☐☐ Insurance for property, fire, theft etc - Ensure all portable equipment eg laptops are covered
- ☐☐ Security personnel
- ☐☐ Security procedures
- ☐☐ Where appropriate, inform local authorities eg police, ambulance and City Authority
- ☐☐ First aid kit / personnel
- ☐☐ Emergency and evacuation plan

Venue & Facilities

- ☐☐ Confirm capacity & logistics appropriate for your event
- ☐☐ Book venue
- ☐☐ Contingency plan for inclement weather or other situation
- ☐☐ Cleaning of venue before, during and after where appropriate
- ☐☐ Venue floor plan
- ☐☐ Walk through site to check for accessibility, obstructions etc
- ☐☐ Sufficient power outlets in appropriate places
- ☐☐ Telephone jacks for internet connection
- ☐☐ Vehicle access to venue
- ☐☐ Keys to venue
- ☐☐ Contact at venue – including mobile number
- ☐☐ Alarm codes of venue
- ☐☐ Access for people with disabilities
- ☐☐ Tables and seating – including seating plan
- ☐☐ If allocated seating – signage at the venue so people can find their seats
- ☐☐ Car parking / public transport / taxi
- ☐☐ Heating / cooling
- ☐☐ Restrooms
- ☐☐ Directional Indicators (eg signage at the venue so people know where to go)
- ☐☐ What other events are happening at the same venue at the same time that may impact upon your event?
- ☐☐ Theming and decorations
- ☐☐ Banners – yours and sponsors – ensure there is availability to hang them in appropriate places
- ☐☐ Signage on tables
- ☐☐ Event registration table
- ☐☐ Name tags
- ☐☐ Does venue have wireless? What are the login details?
- ☐☐ Are you accommodating a section for Bloggers and Live Stream media?

Audio Visuals

- AV company / personnel booked
- Turn off computer stand-by mode so computer doesn't 'go to sleep' part way through your event if staying on one slide for a long while
- Consider background music
- Consider lighting
- Do not have laptop on lectern – instead have on a separate table beside lectern so that speaker has room on lectern for their notes
- Remote mouse for computer to change slides
- New batteries in mouse
- Consider what microphones you will need – eg lectern, lapel microphone, hand-held microphone, cordless microphone
- Check battery level in microphones
- Does venue have wireless? What are the login details?
- Are you livestreaming the event? If so, what equipment do you need to have and where?

Management of Alcohol

- Permits obtained if required
- Responsible service of alcohol

Human Resources

- Who is doing what? Human Resources Responsibilities List
- Staff effectively trained
- Who is the Event Manager on the day?
- Staff assigned to meet, greet and manage VIPs, Keynote Speakers, Sponsors etc
- Registration table staff
- Runners
- How will people know who is from your organization? Uniforms? Name Tags?

MC/Facilitator/Coordinator

- ☐☐ MC/Facilitator/Coordinator booked
- ☐☐ Written introductions for all Sponsors and Keynote Speakers provided
- ☐☐ Parking vouchers for venue
- ☐☐ Supply site map showing stage, seating arrangements and exits – including location of sponsor tables and where VIPs will be seated
- ☐☐ Provide Human Resources Responsibilities List
- ☐☐ Introduce to VIPs, Sponsors, Keynote Speakers, Talent
- ☐☐ Advise of Event Objectives
- ☐☐ Provide finalized Run Sheet minimum 3 working days prior to event
- ☐☐ Provide MC with a copy of the complete PowerPoint presentation when providing Run Sheet
- ☐☐ Confirm pronunciation of unusual names
- ☐☐ All prizes and a full list of prizes and donators given to MC
- ☐☐ Provide Emergency and Evacuation plan

Entertainment, Keynote Speakers

- ☐☐ Entertainment / Keynote Speakers booked
- ☐☐ Travel, transfers and accommodation arranged where necessary
- ☐☐ Direct talent to bump-in dock, changing area and onsite AV personnel
- ☐☐ Ensure adequate power outages in appropriate positions
- ☐☐ Supply site map to talent showing stage and seating arrangements
- ☐☐ Are Speakers using PowerPoint? If so, obtain a copy of slide show at least 3 working days prior to event and load onto computer
- ☐☐ Do Speakers require wireless connection?
- ☐☐ Confirm that Speaker has used standard fonts in their presentation (if not, you will need to load any fonts in Speaker's presentation that are not already within your list of fonts)
- ☐☐ If more than one PowerPoint presentation (eg your organization's presentation, then Keynote, then second speaker, then your organization again) ensure that there is a segue slide (ie a slide after the last slide of one presentation and before the first slide of the next) – this makes for a good 'flow' of the presentations
- ☐☐ Ensure that there is a 'final' slide – eg "Thank You" so that it doesn't go to black with 'end of slide show' at the top of the screen
- ☐☐ Provide an "Order of Activities" list to Speakers rather than the full run sheet
- ☐☐ Talent to be set up at least 30 minutes prior to arrival of first guests

Catering

- ☐☐ Menu confirmed
- ☐☐ Special dietary requirements
- ☐☐ Beverages

Ticketing

- ☐☐ Tickets prepared
- ☐☐ How are RSVPs being managed?
- ☐☐ How are payments being received?
- ☐☐ How are invoices being issued?

Event Recording

- ☐☐ Photographer and/or videographer booked
- ☐☐ Permission obtained from anyone you will be taping (eg Keynote Speakers)
- ☐☐ Supply site plan to photographer showing location of sponsors and VIPs etc

Fund Raising

- Prizes collected and appropriately presented (eg wrapped)
- Recognition given in promotional material
- Rules for any prize draws
- Method of prize draws
- Equipment for prize draws (eg large bowl for business card draws)
- Tickets / invoices available

Acknowledgements

- Gifts / plaques / flowers for relevant people

Event Budget

- ☐☐ List all expenses
- ☐☐ Estimated Cost
- ☐☐ Projected Income
- ☐☐ Projected Profit
- ☐☐ Confirm payment of all invoices for services

Post-Event Planning

- Thank you notes to all participating personnel, sponsors, VIPs, Keynote Speakers, MC and talent
- Feedback forms
- Debriefing meeting to discuss what worked well and what can be improved for next time
- Reward everyone for a job well done!

...If you have any questions regarding your event, please feel free to email me at:

LeighStJohn@LeighStJohn.com

I will be happy to communicate with you directly to help your event be a success!

Also, if you would like to discuss booking me as your Host/MC, I would be honored to hear from you.

Thank you and wishing you a sensational event!

Kind regards

Leigh St. John

www.LeighStJohn.com