

Event Planner Checklist

<b>Objectives</b>	
What is the event's purpose?	
How many people do you want to attend?	
What types of organisation do you want to see represented?	
Who from those organisations (by job type) do you want to see represented?	
Why will people want to attend the event? What problem/s are you solving?	
Are you charging a fee to delegates?	
<b>Proposed/Possible Date(s)?</b>	
<b>What language will the event be conducted in?</b>	
<b>Content/Agenda/Speakers</b>	
Does the event involve talks/presentations to delegates?	
What is the subject matter?	
How many speakers/other presenters?	
Who?	
Do you want any variations on speakers – e.g. interactive sessions?	
Do you have an outline agenda?	
<b>Promoting the event</b>	
Is it by private invitation?	
If not:	
- How are you going to identify targets?	
- How are you going to communicate/promote the event?	

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<b>Budget:</b>	
What is your budget for the event?	
<b>Format</b>	
Are you looking to put on a conference/seminar/dinner/other/combination	
How long will the event last?	
Will it be morning/afternoon/evening/combination	
Will food/refreshments be served? If yes what type/format.	
<b>Location/Venue</b>	
What geographic area is best for your event?	
What is the most suitable type of venue? Hotel/Offices/Local conference facility/ Private restaurant space/Private club museum/Art gallery/Other	
<b>Set-up: consider the following</b>	
Style of room set-up (classroom, u-shape, etc.)	
A/V needs (including screens, mics, etc.)	
Food and beverage requirements	
Room requirements for food & beverage to be eaten	
Registration requirements	
Printed materials: agenda, name badges, signage and displays	
Attendee gifts/raffles	
<b>Follow-up</b>	
How do you plan to follow-up the event?	