



“It is not the lions and the tigers that get you, but the mosquitoes and the flies”

Event Planner Check List

For an event planner it is essential to remember many details and have them at your finger tips at all times.

An event planner’s checklist to keep you organised and on schedule – from the early planning stages right through writing the post-event reports comes in very useful.

Start with the basics of securing a date and venue and then visualise the event itself, making note of room set-up, decorations, parking needs and staffing.

Here are our tips:

Pre-Event Checklist

Start by thinking of all the tasks you need to plan and the details for each task.

Prepare a list of all the different things you have to do from this day until two weeks after the event.

Here are a few key items that should be on your checklist:

1. Determine the purpose of the event
2. Set budget guidelines
3. Choose target date and backup dates
4. Verify there are no conflicts with the date, like other big events or public holidays
5. Research venues
6. Select the venue and sign contracts
7. Book a block of rooms in a hotel if appropriate
8. Notify attendees of event date
9. Determine food and beverage needs
10. Select suppliers for food/beverage, table rentals and linens

11. Invite guest speakers
12. Hire entertainment
13. Determine audio visual needs and outsource if necessary
14. Secure support staff (parking, staff office) if not provided by the venue
15. Check where sustainability can be applied (check also for a sustainability tips). There will be more and more emphasises on this for your clients

Next step

1. Make travel arrangements
2. Send out invitations
3. Plan room set up and decor
4. Confirm number of guests
5. Confirm menus based on number of attendees and make sure to notify the kitchen about dietary requirements

Event Day Checklist

On the day itself, you want to make sure everything is ready for your client:

1. Walk through site
2. Check room set ups
3. Confirm meeting supplies are in place
4. Check in with audio visual supplier and test sound
5. Confirm food and beverage and dietary requirements
6. Meet with onsite staff to go over any last-minute details
7. Greet guest speaker/entertainment
8. Check if room drops are in order if applicable

Post-Event Checklist

A post-event checklist should not be overlooked and can be very useful.

Some items that should be on your list:

1. Publicise any event facts (i.e. met a fundraising goal, record number of attendees)
2. Follow up with guests
3. Engage guests via social media
4. Administer attendee survey for feedback on your event
5. Close out the budget
6. Send thank you notes to staff, venue
7. Call guest speaker to express appreciation and obtain feedback
8. Write complete wrap up report

Developing the ultimate event planner's checklist that is customised to your event will assist you with every stage of event planning.

And most of all "Keep calm"! A good check list will help.