

## **Event Planning Considerations & Checklist**

### **Budget/Finance**

Venue's day delegate rate (and what's included)  
Your early bird offers / pricing campaign / discounted rates  
Are you charging VAT on top / inclusive and what are your venue's VAT terms  
Ad hoc costs (including print outs / stationery)  
Flowers / gifts  
Giveaways to delegates  
Speaker - costs / expenses  
Team costs for time and expenses  
Venue contract small print, cancellation terms and payment dates

### **Venue**

Refreshments  
Lunch/menus  
Equipment  
PA System  
Timings for the day  
Signage  
Wifi password  
Directions  
Registration desk?  
Room layout  
Location of toilets / fire exit  
Check fire drill  
Clock/watch/timer to easily keep eye on time  
Accommodation for you/delegates/team  
Contact on the day  
Lockable room  
Coat rack/umbrella stand  
Air con / temp settings / lighting  
Early room access  
Quiet spaces for delegates pre event

### **Pre Event**

Your sales page  
Booking page  
Create calendar link  
Clarity on team roles  
Obtain delegate dietary requirements  
Create name badges - what info to include, your logo, lanyard/clip/pin

Photographer?

Use event for testimonials? Do you need a videographer?

Music/playlist?

Goodie bag?

Phone delegates 24 hrs before?

### **Documents**

Content and slides

Delegate list

Delegate agenda and timings

Welcome pack

- Pre work / preparation
- What to bring/wear
- Attendance agreement

Handouts

Feedback form

Brochure / case studies

Create detailed agenda and time planner for the team for the day

Team packs - all useful info / delegate list / advance copy slides etc

### **Post Event**

Feedback collation

Follow up action

Slides /links emailed to delegates

Update sales page