

EVENT PLANNING CHECKLIST



Goals for the event

(Why an event? Just for fun? New customers? Company culture?)

Theme for the event

(What's the main focus? ie. educational, entertainment, etc.)

Event timeline

(When will the event happen?)

What's your budget?

(What's it going to cost?)

Venue/Permits

(What space is best for the theme? Will you need any permits?)

Marketing Budget/Plan

(Don't expect people to show up.)

Community Partners/Sponsors

(Financial, in-kind, etc. Where are there partnership opportunities?)

Speakers/Performers

(Bands? Speakers from the industry?)

Activities/Engagement

(What are attendees going TO DO?)

Environmental Design

(Signage, decor, stage backgrounds, etc.)

Customer Journey

(What's the flow of the event?)

Set-up/Day of/Breakdown Plans

(Plan it all out.)

Staffing

(Where will your team members be located and how many?)