**Master Event checklist**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Event date:*** | ***Assigned to*** | ***When*** | ***Notes*** |
| Theme (name, tag line) | Admin |  |  |
| Create timeline / agenda of event (intro, close, breaks, etc.) | Admin |  |  |
| Budget | Admin |  |  |
| Tickets | Marketing |  |  |
| * Cost
 |  |  |  |
| * Comps
 |  |  |  |
| * Levels
 |  |  |  |
| Venue | venue |  |  |
| * Fee
 |  |  |  |
| * Equipment availability
 |  |  |  |
| * Screen
 |  |  |  |
| * Projector
 |  |  |  |
| * Laptop
 |  |  |  |
| * Podium
 |  |  |  |
| * Microphone
 |  |  |  |
| * Who sets up
 |  |  |  |
| * Room for seating and mingling
 |  |  |  |
| * Central location
 |  |  |  |
| * Good parking
 |  |  |  |
| * Wi-fi access
 |  |  |  |
| * Flowers
 |  |  |  |
| * Balloons
 |  |  |  |
| * Additional tables needed
 |  |  |  |
| * Final Confirmation
 |  |  |  |
| * Music
 |  |  |  |
| * Paper
 |  |  |  |
| * Pens
 |  |  |  |
| Caterer | Venue |  |  |
| * Beverages all day
 |  |  |  |
| * Water on table
 |  |  |  |
| * Meal
 |  |  |  |
| * Snacks
 |  |  |  |
| * Candy on tables
 |  |  |  |
| * Cost per person
 |  |  |  |
| * Linens
 |  |  |  |
| * Final Confirmation
 |  |  |  |
| * Food in back
 |  |  |  |
| Speaker | Speaker |  |  |
| * Who
 |  |  |  |
| * Topic
 |  |  |  |
| * Times
 |  |  |  |
| * Compensation
 |  |  |  |
| * Powerpoint
 |  |  |  |
| * Podium
 |  |  |  |
| * Small Table
 |  |  |  |
| * Person to sell back of room
 |  |  |  |
| * Microphone
 |  |  |  |
| * Screen
 |  |  |  |
| * Projector
 |  |  |  |
| * Testimonials
 |  |  |  |
| * Bio
 |  |  |  |
| * Presentation details
 |  |  |  |
| * Introduction of Speaker
 |  |  |  |
| * Final Confirmation
 |  |  |  |
| * Airport Transportation
 |  |  |  |
| * Hotel Transportation
 |  |  |  |
| * Meet and Greet
 |  |  |  |
| * Lunch after event
 |  |  |  |
| * Name Tag
 |  |  |  |
| * Send list of name, addresses to Admin
 |  |  |  |
| Vendors | Vendors |  |  |
| * Tables
 |  |  |  |
| * Logo for marketing
 |  |  |  |
| * Special instructions
 |  |  |  |
| * Final Confirmation
 |  |  |  |
| * Send invoice
 |  |  |  |
| * Follow up on satisfaction
 |  |  |  |
| * Send list of name, addresses to Admin
 |  |  |  |
| Sponsors | Vendors |  |  |
| * # of comp tickets needed
 |  |  |  |
| * Send invoice
 |  |  |  |
| * Last minute reminder
 |  |  |  |
| * PowerPoint
 |  |  |  |
| * Turn off during speaker presentation
 |  |  |  |
| * Turn on during breaks
 |  |  |  |
| * Logos
 |  |  |  |
| * Special Instructions
 |  |  |  |
| * Final Confirmation
 |  |  |  |
| * Follow up on satisfaction
 |  |  |  |
| * Send list of name, addresses to Admin
 |  |  |  |
| Photographer / Videographer | Venue |  |  |
| * Picks of vendors, door prize winners, door prize donations, committee, speakers,
 |  |  |  |
| * Crete list of pics needed
 |  |  |  |
| Donations |  |  |  |
| * Sponsorships
 | Vendors |  |  |
| * Door prizes
 | Door Prizes |  |  |
| * Swag bags
 | Door Prizes |  |  |
| * Raffle prizes
 | Door Prizes |  |  |
| * Signs recognizing donation
 | Admin |  |  |
| * How often recognize?
 | Door Prizes |  |  |
| * Determine how to distribute – pick own, Chinese , hand out
 | Door Prizes |  |  |
| * Send list of name, addresses to Admin
 |  |  |  |
| Marketing plan | Marketing |  |  |
| * Social media
 |  |  |  |
| * Emails
 |  |  |  |
| * Copy for website written
 |  |  |  |
| * Copy for sponsors written
 |  |  |  |
| * Press release written
 |  |  |  |
| * Media - Ads
 |  |  |  |
| * Flyers
 |  |  |  |
| * Bag Stuffers
 |  |  |  |
| * Personal Phone Calls
 |  |  |  |
| * Each one bring one campaign
 |  |  |  |
| * Online listings
 |  |  |  |
| * Create website
 |  |  |  |
| Program, handout | Admin |  |  |
| * Speaker info
 |  |  |  |
| * Time line
 |  |  |  |
| * Organization Info
 |  |  |  |
| * Future events
 |  |  |  |
| * Sponsor Recognition
 |  |  |  |
| * Donation Recognition
 |  |  |  |
| * Committee Recognition
 |  |  |  |
| * Vendor Recognition
 |  |  |  |
| Volunteers | Volunteers |  |  |
| * Greeter Door
 |  |  |  |
| * Greeter Entry
 |  |  |  |
| * Info table
 |  |  |  |
| * Raffle
 |  |  |  |
| * Assemble swag bags
 |  |  |  |
| * Membership / Join Organization
 |  |  |  |
| * Set-up
 |  |  |  |
| * Tear-down
 |  |  |  |
| Membership | Volunteers |  |  |
| * Communicate New member incentives
 |  |  |  |
| * Paper / Online Membership
 |  |  |  |
| * Info table
 |  |  |  |
| * Form with member benefits
 |  |  |  |
| * Rack cards with member to member discounts
 |  |  |  |
| Registration | Volunteers |  |  |
| * How
 |  |  |  |
| * Online checkin
 |  |  |  |
| * Name tags
 |  |  |  |
| Printing |  |  |  |
| * Signage
 | Admin |  |  |
| * Raffle tickets
 | Door Prizes |  |  |
| * Posters
 | Marketing |  |  |
| * Program
 | Admin |  |  |
| * Evals
 | Admin |  |  |
| * Misc Forms
 |  |  |  |
| * Note pads with logos
 | Venue |  |  |
| Distribute evaluation sheets | Admin |  |  |
| Signage outside | Venue |  |  |
| Signage inside | Venue |  |  |
| Room setup diagram – registration, vendors, door prizes, seating | Venue |  |  |
| Tech set-up & practice | Venue |  |  |
| Welcome |  |  |  |
| Close |  |  |  |
|  |  |  |  |
| After: |  |  |  |
| * Compile Evals
 | Admin |  |  |
| * Send Pictures for Posting on FB page
 |  |  |  |
| * Thank you for facility
 | Admin |  |  |
| * Thank you speakers & $$?
 | Admin |  |  |
| * Thank you for food vendor
 | Admin |  |  |
| * Follow up w/ participants – email
 | Admin |  |  |
| * Follow up w/ participants – phone
 |  |  |  |
| * Social Media shout outs
 |  |  |  |
| * Thank you door prize
 | Admin |  |  |
| * Thank you sponsors
 | Admin |  |  |
| * Thank you vendors
 | Admin |  |  |
| * Add visitors to mailing list
 | Admin |  |  |
| * Send Press Release
 |  |  |  |
| * Follow up with visitors
 |  |  |  |
| * Follow up with sponsors, door prize, vendors
 | Admin |  |  |
| * Crete post event press release
 |  |  |  |
| * Distribute post event press release
 |  |  |  |
|  |  |  |  |

What went well?

What would we like to change?