

EVENTS MANAGER'S CHECKLIST



EVENT CHECKLIST



1. CONCEPTUALISATION

What type of event is it?

What is the aim of the event?

Who is the target audience?

2. LOGISTICS

What is the event date?

How much preparation time do you have?

What is the event size?

What is the location, or suggested location?

What is the budget?

3. CLIENT(S)

Who are the clients?

What are their requirements?

Who do you report to for sign-offs?

GUESTS



What is the guest limit?

How will the guest list be determined?

How will invitations be issued?

CATERING

What food/beverages/snacks will be required?

Who will provide the catering?

What utensils and other items are required?

Will there be a need for an alcohol permit?

ENTERTAINMENT

What kind of music will be played?

What other entertainment will there be?

Who will provide the music and entertainment?

What equipment will be needed?

SET-UP

What décor will be required?

What will the seating arrangements be?

Are there any physical challenges presented by the space or layout?

How much preparation time will be needed on the day of the event?

MARKETING

Will the event be marketed to the public?

How will the event be marketed?

Will there be promotions or advertisements at the event?

MEDIA

Will media representatives be invited?

Will a photographer be required?

What additional arrangements will need to be made?

CONTINGENCY PLAN

How will the weather affect the event?

How will unfavourable weather be dealt with?

How will medical emergencies be dealt with?

What safety precautions will need to be taken?

FOLLOW-UP

How will guests be thanked after the event's conclusion?

Who will you report to as the event progresses?

How will you receive feedback from guests?

When will the event report need to be submitted?

