

EVENT PLANNING CHECKLIST

- 1. DEFINE YOUR OBJECTIVE**

Clearly define specific, measurable, achievable, relevant, and time-bound objectives for your event. This will guide all decisions and help measure success.
- 2. BUDGETING FOR THE EVENT**

Create a detailed budget including all potential costs and a 10-20% buffer for unexpected expenses. Regularly monitor and adjust the budget as needed.
- 3. SELECT THE RIGHT VENUE**

Choose a venue that fits the event's theme, is accessible, and has necessary facilities. Consider location, size, aesthetics, and amenities.
- 4. PLAN EVENT TIMING**

Select a date and time considering the target audience's availability, competing events, weather conditions, and public holidays.
- 5. TALENT AND SPEAKER SELECTION**

Choose relevant and notable speakers or talent to attract audiences and add credibility. Consider partnering with talent agencies for efficiency.
- 6. MARKETING YOUR EVENT**

Identify where your audience gets information and use a mix of traditional and digital marketing methods. Continuously promote to build excitement.
- 7. ATTENDEE ENGAGEMENT**

Engage attendees before, during, and after the event with teasers, updates, interactive sessions, and online platforms for communication.
- 8. CONSIDERATIONS FOR EVENT TECH**

Use technology like event apps, ticketing platforms, and interactive tools for better attendee experience and efficient event management.
- 9. CONTINGENCY PLANNING**

Prepare for potential disruptions with backup plans for each stage of the event to ensure smooth execution despite unforeseen issues.
- 10. POST-EVENT FOLLOW-UP**

Collect feedback post-event for improvements and maintain communication with attendees to build relationships and encourage future participation.