EVENT PLANNING
CHECKLIST

team talented

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.