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## EVENT PLANNING CHECKLIST

### 1. Basic Information

Event Name: \_\_\_\_\_

Expected # of Attendees: \_\_\_\_\_

Purpose of Event: \_\_\_\_\_

Company Name/Host of Event: \_\_\_\_\_

Potential Date(s): \_\_\_\_\_

Flexibility in Date(s):     **Y** OR **N**   \*Consider Holidays, etc.

Demographic/Potential Target Audience: \_\_\_\_\_

Is there a cost to attend the event:     **Y** OR **N**     If so, what is the cost: \_\_\_\_\_

### 2. Overall Event Pre-Planning

- Contact Georgian Conference & Event Services to check availability of space & services.
- Assemble a volunteer committee (if needed) to assist in planning & execution of event
- Send "Save the Date" correspondence to all those whom you would hope to attend
- Get started on ideas for advertisements/invitations/promotional material
- Confirm details of registration process (if for large conference) i.e.: direct online registration
- Are there exhibitors involved? Prepare Exhibitor Information/Registration Forms
- Prepare a Budget – see "Budget Checklist"

### 3. Meeting Space (check all that apply)

- Determine how much space is required \_\_\_\_\_
- How many rooms \_\_\_\_\_ Breakout rooms \_\_\_\_\_
- Computer Labs
- Registration Area
- Food Service Area (Do you need private catering space for speakers/presenters/volunteers)
- Do you need any VIP space for speakers/presenters
- Is a room required for entertainers/staff

### 4. Accommodation (Is it required?)

- Approx. # of rooms (double/single occupancy)
- Dates
- Accommodation for VIPS
- Will accommodation be paid by the individuals/or master bill?
- Rooming List - Group Check in? or Individual Check in?

**5. Staffing (Volunteers/Staff for assisting at the event)**

- |  |  |
|--|--|
| <input type="checkbox"/> Set-up          | <input type="checkbox"/> Parking lot staff - directional |
| <input type="checkbox"/> Registration    | <input type="checkbox"/> IT/Media Support                |
| <input type="checkbox"/> Coat Check      | <input type="checkbox"/> Clean up during & post event    |
| <input type="checkbox"/> Ushers/Greeters |  |

**6. Audio/Visual Equipment (check all that apply)**

- |  |   |
|--|---|
| <input type="checkbox"/> Projector (image for projection upon arrival) | <input type="checkbox"/> Microphones (Hand held, wireless, lapel, headset)  |
| <input type="checkbox"/> Music (arrival/transition times)              | <input type="checkbox"/> Flipchart  |
| <input type="checkbox"/> Internet Access                               | <input type="checkbox"/> Extension cords/tape   |
| <input type="checkbox"/> Screen  | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> DVD   | <input type="checkbox"/> Provide full list detailing electrical requirements regarding all a/v                        |
| <input type="checkbox"/> VCR   | <input type="checkbox"/> Details of Speakers requirements (advance own slides/need assistance/format of presentation) |
| <input type="checkbox"/> Audio for speaking                            | <input type="checkbox"/> Agenda supplied to A/V technician in advance— order of events/speakers                       |
| <input type="checkbox"/> Audio for presentation                        | <input type="checkbox"/> Schedule Set up time for pre-test of a/v & Strike  |
| <input type="checkbox"/> Polycom                                       | <input type="checkbox"/> Load in & Load out schedule  |
| <input type="checkbox"/> Laptop/Computer                               |   |
| <input type="checkbox"/> Remotes for presentation/laser pointer        |   |
| <input type="checkbox"/> Podium (Light for podium)                     |   |

**7. Catering Considerations**

- Meals & Meal Times
- Menu (Are meal option(s) required on invite/registration? **ie:** chicken or fish, or attending all or part of conference?)
- Service Style (Butler, Buffet, Sit-down, Stations)
- Alcohol or No Alcohol
- Cash Bar/Host Bar
- Are all participants age of majority
- Catering special for VIPS, Riders of Presenters/Entertainment
- Dietary Requirements (VIPS, children)
- Allergies (must request details from attendees in advance on registration/RSVPs)
- Determine dates for guarantees
- Service Charges
- Gratuity for staff
- Set up requirements (# of stations, service areas)
- Rentals of dishes, glassware, barware etc.
- Bar Security staff (may be required when alcohol is involved)

**8. Design, Décor & Entertainment**

- Theme/Colors
- Have you prepared a floor plan?

- Seating Chart/Exhibitor Layout
  - assigned exhibitor booths/seating
  - casual set-up/self-seating
  - VIP/reserved area requirements
- Are external rentals required?
  - Tables (style & size)
  - Chairs (style & size)
  - Staging (size & height requirements)
  - Stage Ramps
  - Stage Backdrop
  - Pipe & Drape
  - Coat Racks
  - Other \_\_\_\_\_
- Venue restrictions on Décor
- Table linens/Skirting/Toppers/Runners/Napkins/Chair Covers
- Flowers & Accessories
- Print: Reserved Signs, Programs, Place cards, Menus, Registration Packs, Name tags etc.
- Details & Requirements of Entertainment
- DJ or Special Lighting
- Details of Electrical Requirements (in addition to that indicated in A/V section)
- Other \_\_\_\_\_
- Load in & Load out Requirements (Set up times with each supplier/Location of loading area)

## 9. Media/Marketing

- Must obtain approvals for all marketing materials (approvals for use of Georgian Logo)
- Press Release
- Announcement/Website/Social Media
- Print Media – Program with Sponsors/Logos
- Are there opportunities to advertise with Georgian?
- General interior directional signage
- General exterior directional signage
- Signage from the roads/entrance
- Photographer/Videographer (Legal rights re: photos/video)
- Do you have a point person to deal with media day of event?
  - Inform media of time & exact location of event & provide them with a contact name
  - Make sure to be watching for media during the event
  - Media Rep to be aware of the host of the event i.e.: Company/Association name & major contributors that need to be mentioned & be prepared with blurb/message about event.
  - Speaker Interviews: Rules & Parameters of speakers/VIPs regarding media
  - Media may want to interview a participant or attendee (get a “personal” perspective)

**10. Parking/Transportation**

- |   |  |
|---|--|
| <input type="checkbox"/> How will you attendees be arriving to the event? | <input type="checkbox"/> Parking costs to the individual/ or master bill |
| <input type="checkbox"/> Accessibility issues?                            | <input type="checkbox"/> Parking costs for VIPs/Exhibitors/Media etc.    |
| <input type="checkbox"/> Directional Maps                                 | <input type="checkbox"/> Will a VIP parking area be required/requested?  |
| <input type="checkbox"/> Valet  | <input type="checkbox"/> Will you need to prearrange for tokens?         |
| <input type="checkbox"/> Will buses be dropping off & picking up?         | <input type="checkbox"/> Is a flat fee available for parking?            |
| <input type="checkbox"/> Golf carts? Shuttles?                            | <input type="checkbox"/> Are you planning off-site activities?           |

**11. Miscellaneous**

- |  |   |
|--|---|
| <input type="checkbox"/> Insurance Requirements                                      | <input type="checkbox"/> Prizes/Giveaways                                       |
| <input type="checkbox"/> Additional Security Requirements                            | <input type="checkbox"/> Exterior Considerations                                |
| <input type="checkbox"/> VIP travel arrangements/expenses                            | <input type="checkbox"/> Canopy/Tent  |
| <input type="checkbox"/> Thank you gifts for speakers/VIPs                           | <input type="checkbox"/> For Large Events (First Aid Station)                   |
| <input type="checkbox"/> Book sales – booklist for Campus bookstore for pre-approval | <input type="checkbox"/> Hydro/Power  |
| <input type="checkbox"/> Gifts/Mementos (Gifts to be placed in rooms/accommodation)  | <input type="checkbox"/> Exhibitor Contracts and Requirements                   |
|  | <input type="checkbox"/> Contingency for Miscellaneous costs allotted in budget |
|  | <input type="checkbox"/> Service Charges  |

**Connect on Campus for your meetings and special events!  
Contact Georgian Conference & Event Services!**