

Event Planning Checklist

Event Date

/ /

Event Name

Booking

- Book the entertainment or special guests
- Book your caterers

Tip: Ask ahead of time which rentals (plates, cutlery, tables, linens, etc. are included)

Event Wireframe

- Plan a schedule of internal functions
 - Who is setting up?
 - What time does dinner begin?
 - What time does the band go on?
 - Who is breaking down the event?
- Plan a tentative program for guests
- Create a venue logistics plan
 - Do you have a seating chart?
 - Where will the DJ set up?
- Finalize internal event functions, timeline
- Finalize guest program
- Draft and finalize promotional posters, pamphlets, programs, and all other branded materials

Logistics

- Consider transportation
 - Will your guests have parking available?
 - Do you need to hire a valet?
- Consider the restraints and challenges of your venue
 - Are there enough bathrooms available?
 - Will you need a generator for power?
 - How will the catering company or entertainment load and unload?

Decor

- Plan & design decor
 - What is your theme?
 - What is the color scheme?
 - Will you need to rent or purchase any design features?
- Rent tables, chairs, and other furniture
- Rent linens
- Purchase flowers, balloons, and other decorative accents
- Rent AV equipment
- Hire a DJ and plan for the MC

Tip: Consult with your venue and the rental company about space, number of guests, and the event program

Legal

- Obtain an event permit

Note: This is typically required for an outdoor event or an event serving alcohol
- Purchase liability insurance

Staffing

- Hire security
 - As a rule of thumb, you will want 1 security guard for every 150 guests
 - If your event is serving alcohol, hire 2 security guards per 150 guests
- Hire a photographer
 - Consider the use of a photographer for future PR and marketing efforts, sponsorships, or for guest value
- Recruit volunteers
- Hire concessions staff
 - If your event has a snack bar, an auction donations, or merchandise for sale, be sure to have the necessary staff for these aspects of your event

Confirmation

- Confirm your venue
- Confirm your caterer
- Confirm the DJ and entertainment
- Confirm additional special guests

Promotion

- Build out a website on a ticketing platform
 - This website allows you to sell tickets, manage guests, and will help promote your event
- Begin promoting/marketing your event
 - Promote using paid social media ads, with widgets on your existing website, and by sharing on Facebook and other social media platforms
- Push email and social media blasts
 - Ticketing platforms make it easy to send email blasts for updates and create social media hype
- Monitor ticket sales
 - Ticketing platforms allow you to monitor secure ticket sales, create promo codes for specific audiences, and even continue selling tickets at the door