



Large Events Checklist (200+)

Choose Type of Event

- Talk
- Presentation
- Demo
- Panel Talks
- Exhibition
- Convention
- Other

Checklist

High Level Planning: 4-6 Months Ahead of Event

- Set the Topic and Goal of your event
- Select a date
- Select an ideal venue and negotiate details
- Know your minimum and capacities of the venue
- Inquire if the venue has F&B capacities or policies
- Make sure parking is available
- Choose a Location that makes sense
- Recruit event staff, including managers, equipment technicians, etc.
- Identify and confirm speakers/presenters/entertainers
- Identify and contact sponsors/partners.

3 Months in Advance

- Gather Your Speaker Bios, Headshots, social media accounts, etc.
- Arrange for transportation and housing
- Make sure it's all legal



- Analyze venue and supplies costs
- Set up online registration and ticketing
- Plan pricing packages
- Identify items to be accounted for and underwritten as an expense before taking on sponsors or vendors.

Promotion

- Draft Event Schedule
- Purchase spots on radio
- Publish Articles on Local news
- Publish Blogs online to share on social media
- Gather Logos from your sponsors and vendors
- Create Press list & prepare Press Release all media kit materials (e.g., speaker info, photos, etc.)
- Create event page/website
- Enable/create email reminders
- Start a Facebook event page
- Film a promo video for social sharing and hosting on your webpage
- Register and schedule your event on online calendars
- Participate in industry related subreddits on Reddit, discussions on Yahoo, Quora, and so on.
- Work with your speakers and sponsors to have them share your event on their social circles, or even better, their own newsletters.
- Put up billboards

2 Months Prior to Event

- Remind early registrants of event updates via email
- Double Check Speaker content, decks, and scripts



- Follow up with your sponsors, make sure they are aware of the event updates or else they could drop this sponsorship.
- Always reach out to media and press
- Be active on social media, blog posts, etc.

1 Week Ahead

- Sit down with your event organizers, sponsors, speakers, etc and come up with back up contingencies
- Finalize your event script
- Finalize seating plan, name cards, etc.
- Invite press to attend the event for free so they may photograph, videotape, or record the event for later publication.

1 Day Ahead

- Send reminder emails to all participants about the event so you can summarize what they can expect at the event, to avoid confusion
- Make sure all your marketing materials are in place at the venue

Event Day

- Have ticketing staff be ready to scan codes or sign walk-ins if you allow for this.
- Allow press to enter first so they can set up their equipment before attendees get seated
- Test Equipment like microphones, projectors, etc.
- Take plenty of photos

Post-event

- Financial status: gather all receipts, documentation, final registration data, etc. and update budget
- Send Post-Event Surveys (email is easiest) – to learn what people enjoyed about your event, and where you have room to improve.
- Follow-up Communication with Event Participants, call them to action so they can share the event with their social circles.



If this event has further events coming up, mention it when sharing your event's success.