



Medium Events Checklist (51-200)

Choose Type of Event

- Talk
- Presentation
- Demo
- Panel Talks
- 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.

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.
- Provide your final registration numbers to your caterer so vendors can plan ahead
- 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.

