Event Name

Event Date(s):

Purpose of Event:

Event Organizer (s):

Key Personnel/Committee Members:

Event Budget:

Task	~~Who is responsible~~	Due Date	Complete

Post Event Analysis

		Actual Cost	Budget	% over/under
Total Cost				

	Total People
# paid employees	
# volunteers	
# in attendance	

Results Achieved

Lessons Learned

Positives:

Negatives:

Volunteers

Positives:

Negatives:

Is there a drawing winner?? Add to 1099 list! Winner: _____Amount Won: $_____

Checklist: Three Months Before Event

- ☐ Host a launch meeting
- ☐ Determine which committee members will oversee which responsibilities
- ☐ Discuss budget
- ☐ At launch meeting, create master task list/start assigning tasks (table above)
- ☐ Identify and secure location/venue
- ☐ Secure permits (if applicable)
- ☐ Determine number of employees needed to work event and list event on SignUp.com or via email
- ☐ Create promotional plan - See Promotion Planning Excel Form
- ☐ Develop invitation list (if applicable)
- ☐ Notify local chamber of commerce (or any other possible project partners)
- ☐ Develop initial advertising/marketing concepts
- ☐ Begin holding weekly update meetings with key personnel
- ☐ Determine vendors needed and start getting bids
- ☐ List event on the Intranet Calendar
- ☐ Determine if catering is needed/ start contacting caterers for menus and availability (if applicable)

Checklist: Two Months Before Event

- ☐ Finalize budget
- ☐ Create draft of news releases and seek input from committee
- ☐ Select and finalize design concept for other promotional pieces
- ☐ Start using teasers to promote your event on social media
- ☐ Create event schedule/time slots and begin recruiting workers/volunteers
- ☐ Finalize invitation list
- ☐ Book caterer and finalize menu (if applicable)
- ☐ Complete vendor agreements
- ☐ Continue holding weekly update meetings with key personnel/committee chairs (identified above)

Checklist: One Month Before Event

- ☐ Mail invitations (with RSVP)
- ☐ Finalize and distribute news release
- ☐ Distribute advertising/marketing for event
- ☐ Confirm appearance of speakers/VIPs and prepare remarks/script
- ☐ Purchase decorations and other same-day supplies
- ☐ Rent necessary equipment (chairs, tables, tents, audio visual)
- ☐ Continue holding weekly update meetings with key personnel (identified above)

One Week Before

- ☐ Finalize headcount (and give to caterer if applicable)
- ☐ Make follow-up calls with media (from news release distribution list)
- ☐ Hold final update meeting with key personnel (identified above)
- ☐ Print script (if applicable)
- ☐ Contact venue to confirm your event date and time; ask when workers can access venue to decorate
- ☐ Confirm set-up arrival times for volunteers, employees, vendors & equipment rentals

Post Event Steps

- ☐ Host a de-brief meeting with committee members to discuss: Post Event Analysis