EVENT PLANNING CHECKLIST

Use this handy checklist to ensure your event is on track and on budget. Please note that some items on this list may not apply to your event.



15 Weeks Prior

1. Determine goals and purpose of event
2. Select date and time
3. Research potential funding sources
4. Select and reserve venue
5. Schedule rain plan, if applicable
6. Develop communications plan
7. Ensure inclusivity and sustainability
8. Schedule meetings with event team
9. Determine guest list
10. Investigate needs for special permits, licenses, insurance, etc.
11. Research potential vendors
12. Create and distribute production schedule for any design elements

12 Weeks Prior

13. Update any website material
14. Add event to campus calendar and discuss other internal promotion opportunities

15 Contact (or schedule) Georgia Tech Police Department

16 Contact Parking & Transportation

17 Create timeline and delegate duties

18 Plan for live web stream

19 Schedule photographer

20 Schedule videographer

21 Select designer/printer

22 Set marketing/PR schedule

23 Order/design save-the-date cards or emails

24 Determine if large-scale promotional items will need to be designed and made (e.g., large signs, posters, etc.)

25 Begin researching travel arrangements and hotel options

26 Schedule meeting with Event Logistics Committee if hosting outdoor event

10 Weeks Prior

27 Reserve hotel, plane, and travel accommodations for speakers/VIPs and staff, if applicable

28 Secure A/V needs for event

29 Design and create/order invitations

30 Select & book caterer

31 Secure entertainment/musicians

32 Begin designing printed pieces (i.e. invitations, tickets, fliers, programs, pamphlets, out-of-town guest booklets, etc.)

33 Develop press release and calendar listings

34 Request and receive speaker/VIP bios

35 Send save-the-dates

36 Order plants/flowers

37 Schedule President's Podium

38 Coordinate meeting with fire marshal

39 Schedule supplemental staffing

40 Order radios

41 Send preliminary volunteer requests

42 Request participation of additional speakers

43 Reserve additional set-up materials

44 Order additional décor materials

45 Complete/submit Event Details

46 Brainstorm "WOW" factor pieces for event

8 Weeks Prior

47 Review printed materials with your designer

48 Set menu with caterer – know that you can confirm the final head count approximately a week prior to the event

49 Secure permits and insurance

50 Determine if awards/trophies will be given and research companies

51 Release press announcements to national and local print media

52 Order any giveaways

53 Order any giveaways

54 Determine parking and obtain directional maps for visitors to include with invitation

55 Confirm accessibility resources

56 Order gifts for participants/speakers

57 Request Tech spirit aspects

58 Begin editing printed programs/materials

59 Schedule A/V run-through the day before the event

60 Secure Green Room

6 Weeks Prior

61 Assemble/address invitations

62 Create RSVP tracking system

63 Mail invitations

64 Order awards

65 Distribute fliers/emails advertising event

66 Finalize transportation logistics for VIPs and out-of-town guests

67 Release press announcements to local TV, radio media

68 Determine if signage needs to be produced – if out-of-house, order signage and large promotional materials

69 Hold walk-through with major stakeholders/committee members to ensure all needs are met

70 Secure musicians/entertainers sound check

71 Determine liquor needs, if any

72 Order liquor

73 Purchase all needed decorations, other than flower arrangements

74 Begin making decorations, if need be

75 Order extra trash receptacles

76 Order extra recycling bins

4 Weeks Prior

77 Confirm staff/volunteers for each aspect of the event

78 Make parking and directional signs that can be created in-house

79 Create welcome packets/materials for attendees

80 Create script for yourself or for VIPs/presenters

81 Confirm all travel arrangements

82 Confirm security needs and plan walk-through of site with them

83 Coordinate with accounts payable and vendors on when payment will be received (in most cases, unless you purchase alcohol, after services are rendered)

84 Schedule volunteer training

1-2 Week(s) Prior

85 Follow-up with RSVP list – make personalized phone calls and emails, if necessary

86 Send final numbers to the caterer

87 Confirm participation with all VIPs/presenters. Send them updated event details, run of shows, and talking points.

88 Set meeting to brief President, if applicable

89 Create seating plans and room diagrams for assistance with set-up and day-of-event questions

90 Develop photo shot list

91 Hold pre-event meeting with all significant stakeholders (vendors, managers of venue, key committee members, and volunteers, etc.)

92 Do one last walk-through of venue

93 Hold training session with volunteers

94 Ensure all printed materials/collateral are assembled and correct

95 Make follow-up calls to media

96 Make nametags/lanyards for attendees and have extra plain ones on hand for surprise guests

97 Create dietary cards

98 Create “Event Day Survival Kit” full of needed items: pens, sharpies, tape, scissors, etc.

99 Create detailed hour-by-hour event agenda (event plan) for key volunteers/vendors and distribute to them

100 Confirm set-up/breakdown with all vendors

101 Send final information to participants, including directions, maps, last-minute details, etc.

102 Create volunteer duty form

103 Wrap gifts

104 Distribute parking passes

105 Send completed Run of Show and RSVP list within 72 hrs. of event to VIPs

1-2 Days Prior

106 Create final to-do list to determine all tasks are complete

107 Ensure all appropriate contacts' information is listed where you can easily retrieve it

108 Purchase floral arrangements if not provided by vendor

109 Recheck all equipment/materials to ensure nothing is damaged, quantity is correct, etc

110 Reconfirm schedule with caterer

111 Set-up registration area, if possible, so you are prepared for the next day

112 Decorate room if you can

113 Display parking/directional signs

114 Lay out clothes and needed materials (name badge, notebook, etc.)

115 Pick up liquor or have it delivered

116 Deliver materials/equipment to venue site

117 Test live web broadcast

118 Be prepared to troubleshoot changes day-of

119 Discuss rain plan logistics

Day of Event

120 Arrive early and do one last walk-through

121 Oversee vendor set-up

122 Ensure all VIP materials are correctly labeled and in place

123 Check all set-ups

124 Ensure waters are in podium

After the Event

125 Send thank you notes

126 Handle invoices

127 Hold post-event meeting with key players

128 Send pictures/mementos to VIP guests

129 Update website

130 Pack up and inventory all materials

131 Book next year's venue, for annual event

132 Complete survey of event or any product/service provided

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