

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

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- 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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