**Timeline and Checklist for Event Planning**

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| **Event Name** |  |
| **Date** |  |
| **Location/Venue(s)** |  |
| **Description** |  |
| **Purpose/Theme** |  |
| **Time** |  |
| **Number of guests/audience** |  |
| **VIPs/Presenters** |  |

**PRE-EVENT (3-6 months in advance)**

* **Strike Event Committee, appoint Committee Chair and Event Manager**
* **Hold meetings to plan goals and details**
* **Establish event theme and objectives**
* **Determine job roles**
* **Develop event budget and base funding**
* **Determine and reserve venue**
* **Determine guest list**
* **Confirm speaker (entertainer) and needs/ requirements**
* **Develop event brand**
* **Create sponsorship package and determine prospect list**
* **Solicit auction items or prizes**
* **Find out any legal implications (permits)**

**PRE-EVENT (2-3 months in advance)**

* **Recruit staff and volunteers for event support**
* **Publicity management and requirements put in place (media, social media)**
* **Book hotel rooms for VIP guests, special guests or speaker/host/entertainment**
* **Agree on and discuss Program agenda**
* **Parking and public access requirements and Documentation**
* **Ensure volunteer tasks, meals and plan is established**
* **Hire catering and establish alternative menus and serving requirements for dietary requirements (including volunteer meals)**
* **Rent tables, chairs, linens, glasses, cutlery, etc.**
* **Ensure accessible parking and accommodation is in place (or alt. plan)**
* **Book all special services (security, medical, sound technician)**
* **Contact services for bus and taxi transportation**
* **Ensure licensing is applied for (Raffle, Liquor)**
* **Mail save-the–date cards**
* **Keep Social Media and Website up-to-date**
* **Arrange for a Photographer**

**PRE-EVENT (Up to 1 month in advance)**

* **Send printed or emailed invitations**
* **Map out event location**
* **Draft script or talking points for speaker/host**
* **Conduct volunteer orientation**
* **Follow up on all orders, meet with vendors, cast and any other hired event staff**
* **Order/create signage for your event and the decoration**
* **Send out Press Release**
* **Ensure ticketing, registration, payments are seamless**

**48-HOURS BEFORE EVENT**

* **Clean entire event space, consider hiring cleaners or special cleaning equipment. e.g floor cleaner or window cleaners**
* **Event signage/ decoration assembly**
* **Review and brief staff, volunteers, and host/speakers, of all the day’s events and the emergency procedures**
* **Re-confirm all external staff equipment and catering you have hired/ ordered is still in place**
* **Print programs, name badges, seating charts, place cards, auction cards, etc.**
* **Ensure that all furniture, decor, props, staging and any other components are in place and set up**

**DURING EVENT**

* **Check location setup. Chairs, podium, technical equipment, catering, tables, signage, auction displays and any other components.**
* **Ensure ticketing, registration and payments are seamless**
* **Ensure that catering and refreshments are still available or aren’t running low**
* **Ensure that audience are completely satisfied and having an enjoyable time**
* **Liaise with media representatives and send out social media**

**POST EVENT**

* **Write thank you notes to speakers, staff, VIP’s and sponsors**
* **Print off all tax receipts and mail**
* **Publish thank you article/ad in paper/online**
* **Hold meetings with company manager and all subsidiary managers to discuss the successes and failures of the event and how they could be improved and continued (write an event evaluation)**
* **Add any more alumni guests and VIP guests to the database**
* **Update any social media, websites or public applications as to the event status and successes**