



## Event Planning Check-list

Planning	Completed
<ul style="list-style-type: none"> <li>Decide on your target audience and the goals of the event</li> <li>Work out the fixed and variable costs, establish a budget and set delegate rates</li> <li>Determine event planning team and allocate responsibilities</li> </ul>	
Dates and Venue	
<ul style="list-style-type: none"> <li>Check availability for your dates in the location and venue of your choice. Is the venue easy to reach? Is there parking available? Do your dates clash with other events?</li> <li>Carry out a site inspection of the venue to ensure it meets your requirements and to discuss your event in further detail with Conference Team at the venue. Do you need break-out rooms and is there plenty of space in the rooms? Do you need an organiser's office? Will there be support on the day from the venue?</li> <li>Confirm your booking. Communicate room set up requirements and special requests in advance e.g. cabaret style, café style, u-shape, boardroom style, theatre style</li> <li>Take account of set up / clear down requirements and time-scales</li> <li>Audio-Visual (AV) – Do you need a lap-top, sound, microphone? If possible, ask speakers to provide presentations in advance and allow time to test in prior to the day of the event. Consider whether additional support will be required.</li> <li>Is there Wi-Fi and do you need a password?</li> <li>Car Parking and Access – Is parking available at the venue and if so is there a charge? Advise delegates in advance regarding parking and public transport options. Will there be any delegates with special access requirements? Will you require a luggage store for delegates?</li> <li>Catering – Discuss your menus with the Conference Team. Remember to consider special dietary requirements and include healthy options. Stand up buffets will encourage networking whereas hot buffets will mean that all the delegates will sit down and require enough seating for all the delegates. When is the deadline for your final numbers?</li> <li>Confirm final details with the venue at least one to two weeks in advance</li> </ul>	
Programme Development	
<ul style="list-style-type: none"> <li>Ensure the programme is varied and consider periods of low energy levels, after lunch and in the afternoon. Perhaps include group work or activities during these periods and include energisers to enliven the delegates and create a positive atmosphere</li> <li>Allow plenty of time for breaks and for delegates to move from A to B. Conferences are often an important opportunity for delegates to network so allocate enough time for this</li> </ul>	



<ul style="list-style-type: none"> <li>• Have you got any VIPs attending and if so consider meet and greet on arrival, dedicated entrance to the venue and any other requirements they may have</li> </ul>	
<b>Promotion and Registrations</b>	
<ul style="list-style-type: none"> <li>• To maximise participant registrations it is important to start marketing your conference as early as possible, ideally 4-6 months in advance. Ensure top quality speakers early to assist in the sales drive</li> <li>• Designate one unit or person to handle registration bookings and act as a communication centre. Keep delegates informed in the run up to the event</li> <li>• Develop a central theme to give the conference an identity or brand and be consistent with the conference materials e.g. badges, registration cards, programme, promotional giveaways, signage at the event</li> </ul>	
<b>Health and Safety / Risk Assessments</b>	
<ul style="list-style-type: none"> <li>• Check emergency evacuation procedures and fire assemble points. Ensure these are clearly communicated to delegates at the start of the event.</li> <li>• Complete an event risk assessment and any other specific risk assessments as required</li> </ul>	
<b>Licences and Insurance</b>	
<ul style="list-style-type: none"> <li>• Apply for a Temporary Events Notice if required. Is your venue licensed for alcohol?</li> <li>• Consider whether licensed doormen are required subject to sale of alcohol / numbers</li> <li>• Ensure PRS Music licence covers background / live music as required</li> <li>• Obtain suitable event and public liability insurance if not covered by your venue. Special activities or team building may need additional insurance cover</li> </ul>	
<b>Run through the day</b>	
<ul style="list-style-type: none"> <li>• Create a check-list for the running order of the event. Run through the entire day from start to finish and ensure that every detail is covered. Have you allocated enough time to set up? Have you got enough help on the day to assist with the logistics and operations?</li> <li>• Will you be presenting any prizes or giving flowers at the end of the conference?</li> <li>• If you're handing out delegate packs at registration don't leave this to the last minute as they can be time consuming to prepare.</li> <li>• Remember to stay calm on the day, all your planning will ensure the event runs smoothly and is a great success!</li> </ul>	

