

EVENT CHECK-LIST

pre-event:

- Set your event objectives: What will success look like?
- When will the event take place?
- Where will the event take place?
- How many people are expected to attend?
- Decide on the event name, even if it is a working title, to begin with.
- Who are the core team that will make the event happen? Are you handling it alone or will you have a team?
- What budget is available for the event? Do you need to find additional funds? Create a budget sheet.

Vendor (s)

- Research potential venues to come up with a shortlist. (price, availability, contracts, restrictions etc)
- Will you have paid speakers, performers, or special guests? Check their availability and start working on a contract.
- Coordinate accommodation room blocks and travel.
- Get sign-off from senior management.
- Sign contract with venue and vendors

Theme & program

- Create a memorable theme (with a party planner)
- Develop branding and identity guidelines.
- Develop a technical plan.
- Gather logos from all key stakeholders.
- Define your event structure and agenda.
 - Ensure there are enough breaks and downtime throughout the event.
 - Consider delivery, engagement, and room layout.



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Website and Online Registration

- Set up the website/landing page.
- Set up the online event registration process. Even if it is a free event it is useful to have a system to manage RSVPs and attendance. (Eg. Eventbrite)

Venue:

- Is there wifi? Is the wifi strong enough for the amount of people coming?
- Ask & create a floorplan specific for your event
- Ask for temperature control & availability for set-up / break-down

Food and Beverage

- Consider and confirm the event's food and beverage needs.
- Agree on catering timings and service.
- Confirm final catering numbers and dietary requirements (vegetarian, vegan, gluten free, etc) .
- Finalize arrangements for staff, crew, and VIP catering

Speakers and Entertainment

- Provide speakers with details and guidelines on the specifics of their session.
- Set deadlines for content.
- Gather headshots and bios to include on the website.
- Share details of any AV or event tech to be used.
- Book travel and accommodation as required.
- Outline arrival and departure times.
- Confirm rehearsal timings.
- Confirm contact numbers.



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AV and Production

- Even if you are not sure of the precise equipment required you can explain to your AV supplier the effect that you want to create and share examples from other events.
- Ensure the stage is large enough to accommodate podiums, tables, chairs, and sofas, as required and safely.
- What is the cue system?
- Is there an autocue script?
- Carefully review and QA all presentations, graphics, and visuals and link them all together.
- Ensure there is a switch and backup computer in case of any issues.
- Is there a comfort monitor to avoid the speaker or performer having to look behind them?
- When can the AV team have access for set up?
- What time must everything be ready?
- When are rehearsals and run-throughs?
- What are the contingency plans for technical issues?

Event Staffing

- Have all staff had a clear briefing about the event and the likely questions they will be asked.
- If they are unsure of something that is the protocol?
- Are staff clear about the dress code?
- Specific timings, roles, and responsibilities should be agreed upon in advance.
- On the day itself: have a morning briefing and another 1 hour before the start. All staff should be briefed upfront.



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Marketing & Branding

- Is there a theme for the event? If so how will this flow through the event?
- How can you create impact, wow factor, and photo opportunities within the event?
- Does the venue provide florals in key areas?
- If it is a seated event consider table decor.
- What opportunities are there for branding and signage across the event?
- What are the specific formats and deadlines for items, for instance, digital signage?
- Do you need banners, signage, printed panels, and other items to be designed and printed?



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Contact us for more information



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