

PURPOSE:

Have you thought about...

1. I'm all over it

2. I know I have to, but I just haven't got there yet

3. That thought hadn't even crossed my mind

- | | | | |
|--|----------|----------|----------|
| • Why you are holding this event? | 1 | 2 | 3 |
| • The objectives? | 1 | 2 | 3 |
| ○ For the company | | | |
| ○ For you personally | | | |
| • Who will attend your event? | 1 | 2 | 3 |
| • How many people will be attending? | 1 | 2 | 3 |
| • When to have the event? | 1 | 2 | 3 |
| ○ What is the best date to hold your event? | | | |
| ○ Which day of the week will work best? | | | |
| ○ What time of the day will work best? | | | |
| ○ What should the length of your event be? | | | |
| ○ Have you considered public/school/religious holidays? | | | |
| • Which location is best to hold your event to maximise guest attendance? | 1 | 2 | 3 |
| ○ Proximity to guests | | | |
| ○ Parking | | | |
| ○ Accommodation | | | |
| ○ Public transport | | | |
| ○ Nearby attractions, outlets and amenities | | | |
| • Who else to involve internally? | 1 | 2 | 3 |
| ○ Who are the decision makers within your company | | | |
| ○ Who can offer you extra support and help | | | |
| • What style of event is going to work best to achieve your desired outcomes? | 1 | 2 | 3 |
| ○ Cocktail event | | | |
| ○ Sit down dinner | | | |
| ○ Training room | | | |
| • What is your event budget? Have you factored in your time? | 1 | 2 | 3 |
| • Have you thought about the potential for sponsorship or contra deals? | 1 | 2 | 3 |
| • If you don't know the answer to some of the above questions, have you thought about surveying your potential guests to ensure you are going to attract the right type of people to attend? | 1 | 2 | 3 |

VENUE:

Have you thought about...

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- A shortlist of possible venues? 1 2 3
 - What features must your perfect venue have
 - What are your location parameters
 - What is your event budget

 - Creating an event brief to send to the venue? 1 2 3

 - What information should you include in the event brief to the venue? 1 2 3
 - Event timings
 - Catering requirements
 - Beverage requirements
 - Room set-up
 - Audio Visual requirements
 - Event budget
 - Other

 - Calling and personally speaking to each venue before sending brief? 1 2 3

 - Producing a side-by-side comparison to present to stakeholders to choose the right venue? 1 2 3

 - Considered negotiating with venues? Would you know what to ask for? 1 2 3

 - If there is a minimum spend the venue needs you to meet? How is this allocated? 1 2 3

 - Asking the venue to hold your preferred date? 1 2 3

 - Organising a site inspection? 1 2 3

 - A checklist of things to look for and ask the venue during the inspection? 1 2 3

 - Reviewing contracts? Do you have the confidence that you are able to understand all the "fine print"? 1 2 3

 - The Event Order and what to look for when reviewing it? 1 2 3

 - Audio Visual? 1 2 3
 - What is included?
 - Who is the in-house supplier?
 - What will it cost to bring in a cheaper external supplier?

 - Room set-up 1 2 3

- Inclusions? **1** **2** **3**
 - Note pads, mints, water, welcome signage, whiteboards

- Storage and delivery of your event material **1** **2** **3**

INVITATION:

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- The format of the invitation and what will work best for your audience (print vs online) 1 2 3
 - The wording of the invitation? 1 2 3
 - What information to include in the invitation? 1 2 3
 - What information do you need to collect from your guests? 1 2 3
 - Who is going to design it? 1 2 3
 - Does your event need a website (or a page on a website) where guests can find further information about your event? 1 2 3
 - When is the optimum time to send the invitation? 1 2 3
 - How many days before your event
 - Day of the week (for on-line invitations)
 - Time of the day(for on-line invitations)
 - When to set the RSVP date? 1 2 3
 - How guests will RSVP? 1 2 3
 - Phone, email, website, on-line form
 - Do you need an on-line event registration page? 1 2 3
 - Where people can register and leave their details
 - This could act as an on-line payment gateway
 - Do you know what on-line registration software is available and how to use it? 1 2 3
 - When to follow-up? 1 2 3
 - Sending confirmations? 1 2 3
 - Sending a map parking details? 1 2 3
 - Sending them a calendar request so the event is in their diary? 1 2 3
 - Your strategy for getting people to attend? 1 2 3
 - Do you need to consider a marketing and promotion strategy

PREPARE:

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- | | | | |
|--|----------|----------|----------|
| • Event management software to help manage your event? | 1 | 2 | 3 |
| ○ Do you know what software is available? | | | |
| • Creating an event timeline? | 1 | 2 | 3 |
| • Creating a detailed event run sheet? | 1 | 2 | 3 |
| ○ Inclusive of bump-in and bump-out, AV checks | | | |
| • Preparing event checklists? | 1 | 2 | 3 |
| • The exact AV requirements of your event? | 1 | 2 | 3 |
| ○ e.g. Lapel vs hand held microphones, vision switcher, remote mouse, radios, XLR feed for video, fold-back monitors, lighting, draping, internet connection | | | |
| • Creating a floor plan for the venue? | 1 | 2 | 3 |
| • Seating charts and/or rooming lists? | 1 | 2 | 3 |
| • How the content of your event will be presented? | 1 | 2 | 3 |
| ○ Guest speakers, MC, PowerPoint | | | |
| • Themeing and how your event should "look and feel"? | 1 | 2 | 3 |
| • Menus? | 1 | 2 | 3 |
| ○ Dietary requirements | | | |
| ○ Matching selections to the demographic of your guests | | | |
| ○ Crew catering | | | |
| • How much time needs to be left in the program for food service? | 1 | 2 | 3 |
| • Beverages? | 1 | 2 | 3 |
| ○ Beverage package vs consumption and when to choose which option | | | |
| • Keeping a close eye on your budget and changing it as items are added, increased, decreased etc. | 1 | 2 | 3 |
| • Name badges? | 1 | 2 | 3 |
| ○ What information are you printing on the name badges? Did you capture this during the registration process? | | | |
| ○ What type of name badges are you going to use | | | |
| ○ Have you asked the printer for blank name badges | | | |

- | | | | |
|---|----------|----------|----------|
| • Preparation, design and printing of other event collateral?
○ Event Booklets, floor plans, seating charts, feedback forms etc. | 1 | 2 | 3 |
| • Do your suppliers know where the loading bay is for deliveries to the venue? Have you confirmed these times with the venue? | 1 | 2 | 3 |
| • Promotional items and gifts? | 1 | 2 | 3 |
| • Transport?
○ Including flights and transfers | 1 | 2 | 3 |
| • Photography/videography and how this can be used in post event marketing? | 1 | 2 | 3 |
| • Entertainment? | 1 | 2 | 3 |
| • Do you need internet connections at your event? | 1 | 2 | 3 |
| • Wet weather contingency for outdoor events? | 1 | 2 | 3 |

EVENT:

Have you thought about...

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- Personally confirming with the venue and all suppliers the day before? 1 2 3
 - What should be in your event toolbox on the day? 1 2 3
 - Who you will need help from on the day? Have you created appropriate job descriptions and checklists for them? 1 2 3
 - Creating a reference folder with all the appropriate paperwork at your fingertips? 1 2 3
 - Event run sheet
 - Venue event order
 - Venue contract
 - Contact details sheet
 - Audio visual run sheet
 - Floor Plans
 - Event checklist
 - Who your contact at the venue will be on the day? 1 2 3
 - If you need to get in touch with your venue contact, how do you do this? If you need something quickly is there an alternate contact if they are not available? 1 2 3
 - Is your event signage out and correct? 1 2 3
 - Is your table Listing displayed for your visitors 1 2 3
 - Is the room set as requested? 1 2 3
 - Is your audio visual set as requested? Is it working? 1 2 3
 - Scheduling a meeting with the supervisor at the venue when you arrive? 1 2 3
 - What you need at the registration desk and how it should be set-up? 1 2 3
 - The importance of the involvement/your relationship with suppliers on the day? 1 2 3
 - 'Duck Face'! 1 2 3

SUCCESS:

Have you thought about...

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• Collecting feedback?	1	2	3
○ During vs after the event, how to collect that feedback, what to collect			
• Debrief meeting?	1	2	3
○ What worked well, what could be improved, how could it be improved			
• Did you meet your objectives?	1	2	3
• Celebrating your success?	1	2	3
• Recognising contribution of suppliers, team members, others involved?	1	2	3
• Providing feedback to and collecting feedback from suppliers?	1	2	3
• PR? Could you use this event as a news article for internal and external communications?	1	2	3
• What your event actually ended up costing, in both time and money?	1	2	3
• The future of this event?	1	2	3