

Event Management Checklist

15 Weeks Prior

Task	Comments	Completed
Select date and time	<ul style="list-style-type: none"> Ensure hosts, VIPs, and/or speakers are available for specified dates Consult calendar being mindful of holidays/religious dates when selecting 	
Set budget	<ul style="list-style-type: none"> Budget tool available at: specialevents.gatech.edu/resources/guide/templates 	
Select and reserve venue	Remember to review: <ul style="list-style-type: none"> A/V capabilities Parking availability/restrictions Maximum capacities Other events occurring near the space on chosen date – will they conflict? Accessibility – how will persons with disabilities enter the venue? Access times to space Load-in/delivery capabilities Included equipment with room rental Surrounding sound impediments Security issues 	
Schedule rain plan, if applicable	<ul style="list-style-type: none"> Select venue Determine who will make the rain plan call and when you will make your final decision Speak with vendors about refund and cancellation policy costs/ deadlines Determine how and when you will communicate the rain location to your guests Consider additional needs such as different staff, rental equipment, etc. 	
Determine guest list	<ul style="list-style-type: none"> Consider your target audience and key messages 	
Ensure inclusivity, accessibility, and sustainability	<ul style="list-style-type: none"> Consult with the ADA guide 	
Investigate needs for special permits, licenses, insurance, etc.		
Research potential vendors		
Develop a production schedule for any design elements	<ul style="list-style-type: none"> Include items like your program, flyers, website graphics, and signage Determine deadlines to send items to printers to receive materials on time 	

12 Weeks Prior

Task	Comments	Completed
Create website / landing page for event if needed	<ul style="list-style-type: none"> Include common guest questions such as parking, dress code, and program schedule 	

	<ul style="list-style-type: none"> • Ensure the website / landing page offers contact information 	
Select Parking Areas & Secure Transportation	<ul style="list-style-type: none"> • Review information about event parking and transportation options 	
Determine if you will live stream your event	<ul style="list-style-type: none"> • Who is coordinating? • How will you communicate the webcast to your guests/audience? 	
Schedule photographer, if needed		
Schedule videographer, if needed		
Select designer/printer		
Order/design save-the-date cards or emails		
Begin researching travel arrangements and hotel options		

10 Weeks Prior

Task	Comments	Completed
Reserve hotel, plane, and travel accommodations for speakers/VIPs and staff, if needed	<ul style="list-style-type: none"> • Consider requesting a hotel block if a large portion of your attendees are traveling 	
Secure A/V needs for event	<ul style="list-style-type: none"> • Lightin • Supplemental video needs • Sound – • Ensure you have wireless advancer, if using Powerpoint and LCD projector/screen • Coordinate additional mics in the audience for any attendee speaking / Q&A needs • Ensure you have on-site A/V tech for event • Sound monitors for speakers 	
Design and create/order invitations	<ul style="list-style-type: none"> • Confirm a way to ask guests about any accommodation requests such as ADA access or dietary needs 	
Select & book caterer	<ul style="list-style-type: none"> • Do any of your guests have dietary restrictions? • Remember vegetarian options • Will you need linens from the caterer or other rental company? • Remember waters for the podium and/or bottled for guests 	
Secure entertainment/musicians	<ul style="list-style-type: none"> • Think about all aspects of the event (guest arrival, duration of event, etc.) 	
Begin designing printed pieces (i.e. invitations, tickets, flyers, programs, pamphlets, out-of-town guest booklets, etc.)		
Develop press release and calendar listings		
Request and receive speakers'/VIPs' bios	<ul style="list-style-type: none"> • Ask for photo if included in program – high resolution jpeg 	
Send save-the-dates		
Order plants/flowers	<ul style="list-style-type: none"> • Remember rental plants for staging and all floral needs 	
Coordinate meeting with fire marshall? If needed		

Schedule staffing if needed	<ul style="list-style-type: none"> • Ushers, crowd management, etc. 	
Send out volunteer requests if needed		
Request participation of additional speakers	<ul style="list-style-type: none"> • Emcees, presenters, etc. • Always have someone on standby as a backup 	
Order additional décor materials if needed	<ul style="list-style-type: none"> • Fresh Flowers / greenery, balloons, etc 	
Reserve additional set-up materials	<ul style="list-style-type: none"> • Rental chairs • Stage • Podiums • Tables • Easels • Coat rack • Heat lamps • Fans / Misters 	

8 Weeks Prior

Task	Comments	Completed
Review printed materials with your designer		
Set menu with caterer – know that you can confirm the final head count closer to the event		
Secure permits and insurance if needed		
Order awards/trophies if those will be given if needed		
Release press announcements to national and local print media if needed	<ul style="list-style-type: none"> • Work with your media relations contact 	
Line Up Auction Donations and Order any giveaways if needed		
Arrange for transportation (buses, shuttles) if needed	<ul style="list-style-type: none"> • Visit Parking and Transportation for resources 	
Determine parking for visitors	<ul style="list-style-type: none"> • Direct guests to the specific map to avoid any confusion 	
Confirm accessibility resources if needed	<ul style="list-style-type: none"> • ASL Interpreter if needed • Ensure you have a plan in place for assisting those with disabilities and that volunteers are fully briefed on plan 	
Order speakers' gifts if needed		
Begin editing printed programs/materials		
Schedule A/V run-through the day before the event if needed	<ul style="list-style-type: none"> • Schedule speakers/musicians and others to participate (if live streaming or captioning, include those individuals, as well as any social media testing, i.e. Facebook Live) 	

6 Weeks Prior

Task	Comments	Completed
Assemble/address invitations		
Create RSVP tracking system if needed	<ul style="list-style-type: none"> • Confirm a way to ask guests about any accommodation requests such as ADA access or dietary needs 	
Mail invitations	<ul style="list-style-type: none"> • Set RSVP 1.5-2 weeks (at minimum 1 week) prior to event date 	

	<ul style="list-style-type: none"> • Update website with RSVP information 	
Order awards if needed		
Distribute flyers/emails promoting event if open to public		
Finalize transportation logistics for VIPs and out-of-town guests if needed		
Release press announcements to local TV, radio media if needed		
Secure musicians/entertainers if needed	<ul style="list-style-type: none"> • Determine if any sound checks are necessary 	
Determine alcohol needs, if needed	<ul style="list-style-type: none"> • Review any documentation given by the venue & be mindful of keeping compliant with any local law enforcement guidelines regarding alcohol 	
Order liquor if needed	<ul style="list-style-type: none"> • See above 	
Purchase all needed decorations if needed		
Begin making decorations, if needed		
Order extra trash receptacles if needed		
Order extra recycling bins if needed		

4 Weeks Prior

Task	Comments	Completed
Make a safety and emergency preparedness plan if needed		
Place local print ads if public invited, and watch for media hits if needed		
Confirm staff/volunteers for each aspect of the event if needed		
Make parking and directional signs that can be created in-house if needed		
Confirm all travel arrangements		
Confirm security needs and plan walk-through of site with them if needed		
Coordinate with accounts payable and vendors on when payment will be received (in most cases, unless you purchase alcohol, after services are rendered)		
Schedule volunteer training if needed		

2 – 1 Week(s) Prior

Task	Comments	Completed
Follow-up with RSVP list – make personalized phone calls & emails, if necessary		
Send final numbers to the caterer		
Confirm participation with all VIPs/presenters. Send them updated event		

details, run of show, and talking points. if needed		
Create seating plans and room diagrams for assistance with set-up and day-of-event questions if needed	<ul style="list-style-type: none"> • Create place cards for seated, if needed 	
Develop photo shoot list if needed		
Hold pre-event meeting with all significant stakeholders (vendors, managers of venue, key committee members and volunteers, etc.)		
Do one last walk-through of venue		
Hold training session with volunteers if needed		
Ensure all printed materials/collaterals are assembled and correct		
Make follow-up calls to media if needed		
Make nametags/lanyards for attendees and guests of honor if needed	<ul style="list-style-type: none"> • Suggest magnetic/reusable with clip tags for those who are unable to use magnetic • If disposable, suggest Avery 8395 • Preferred template – Arial Bold, first name centered 54 pt; last name underneath in 48 pt 	
Create “Event Day Survival Kit” full of needed items: pens, sharpies, tape, scissors, etc.		
Create detailed hour-by-hour event agenda (event plan) for key volunteers/vendors and distribute to them		
Confirm set-up/breakdown with all vendors		
Send final information to participants, including directions, maps, last-minute details, etc.		
Create volunteer duty form if needed		
Wrap gifts if needed		
Distribute parking passes if needed		
Send completed Run of Show and RSVP list to VIPs if needed		

1-2 Days Prior

Task	Comments	Completed
Create final to-do list to determine all tasks are complete		
Ensure all appropriate contacts’ information is listed where you can easily retrieve it	<ul style="list-style-type: none"> • Recommend they are added to your phone for easy texting capabilities on event day 	
Recheck all equipment/materials to ensure nothing is damaged, quantity is correct, etc.		
Reconfirm schedule with caterer		
Display parking/directional signs		

Gather all needed materials (name badge, notebook, etc.)		
Pick up liquor or have it couriered		
Deliver materials/equipment to venue site		
Be prepared to troubleshoot changes day-of		
Discuss rain plan logistics		

Day of Event

Task	Comments	Completed
Arrive early and do one last walk-through		
Ensure waters are easily accessible to any staff / volunteers working the event		

Up to a Week After Event

Task	Comments	Completed
Send thank you notes		
Handle invoices		
Send pictures/mementos to VIP guests if needed		