

### Introduction

Checklist for Event Organizers

Source: <http://www.activenetwork.co.za/event-management-resources/articles/sample-event-planning-checklist.htm>

### Local Government Requirements

- ☐ Inform local government of event and gain approval (if required)
- ☐ Check with your local Visitor Information Centre to see if there are any other events scheduled for the same date and location

### Permits & Licences

- ☐ Apply for any food permits required
- ☐ If using music, apply for a noise permit
- ☐ Request for approval to erect promotional signage
- ☐ Road closures – send applications early

### Budget

- ☐ Prepare an event budget and monitor your spending

### Location

- ☐ Select a location or venue for your event
- ☐ Transportation – will people travel long distances to your event?
- ☐ Is there parking and easy access from mass transit?
- ☐ When is your location available?

### Site Preparation and Plan

- ☐ Design plan of venue / event site

### Event Agenda

- ☐ What is the goal of your event?
- ☐ Develop event timeline
- ☐ Book entertainment and MC if needed
- ☐ Collect written confirmation from entertainment or MC
- ☐ Submit deposit for their services if needed

### Participant Registration and Invitations

- ☐ Build an online event registration form
- ☐ Host your online registration form on your website
- ☐ Determine what is included in the cost of registration (event t-shirt, pre-event dinner, etc)
- ☐ Deliver an email announcement to your past participants with link to your online registration form

### Sponsorship

- ☐ Create sponsorship proposal
- ☐ Identify potential sponsors
- ☐ Deliver sponsorship packages and follow up within 1 week
- ☐ Use sponsor testimonials and always acknowledge sponsors

### Marketing & Promotion

- ☐ Develop Marketing / Communication Plan
- ☐ Design promotional material, basic text, logo
- ☐ Build a website and optimize it for search engines
- ☐ Distribution of flyers/posters/email/brochures to community
- ☐ Submit event information to local events calendars and websites
- ☐ Submit a press release

### Contractors

- ☐ Order equipment e.g. stage, lighting, PA system etc
- ☐ Book portable toilets, fireworks, marquee, generators
- ☐ Book and confirm all contractors in writing
- ☐ Check insurance – public liability, staff, volunteers etc

### Security Plan

- ☐ Book Security & two way radios
- ☐ Crowd control
- ☐ Cash security

### Risk Management

- ☐ Book first aid officers
- ☐ Conduct risk assessment involving all key stakeholders
- ☐ Create risk management plan
- ☐ Obtain relevant insurance and send copy to Council if required
- ☐ Contingency Plans – wet weather, low attendance

### Essential Services

- ☐ Notify Police, Ambulance Service and Fire Brigade
- Waste Management
- ☐ Develop Waste Management Plan
- ☐ Promote reducing waste in marketing material

### Food Vendors

- ☐ Book Food Vendors and confirm in writing
- ☐ Request details of electrical requirements
- ☐ Request copy of Health Department Registration Certificate
- ☐ Application for temporary food premises permit

### Cleaning and Maintenance Plan

- ☐ Book toilet cleaners and extra paper if appropriate
- ☐ Clean up venue/mow lawn/clear area of debris

### Traffic Management

- ☐ Design traffic plan including:
- ☐ Signage, disabled parking, VIP parking, pedestrian access, marshals, car parking area, entry and exit points, lighting, road closures, promote alternative transport

### Other

- ☐ Organise volunteers and staff
- ☐ Prepare scripts or run sheets for ceremonies
- ☐ Organise awards/trophies/certificates & decorations

### On the Day of the Event

- ☐ Gather staff for full briefing
- ☐ Organise volunteer registration area & entertainers area
- ☐ Circulate contact list with mobile numbers to all staff/volunteers
- ☐ Review chain of command in case of emergency

### After the Event

- ☐ Removal of all equipment and rubbish
- ☐ Thank you letters to staff, volunteers, performers
- ☐ Thank you presentation to sponsors
- ☐ Evaluation / debrief with key stakeholders
- ☐ Close off budget
- ☐ Hold a de-brief session to look at ways of improving the event

