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

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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