

Event Scheduling Checklist

6 to 12 Months Ahead

Yes No

- Decide event purpose (raise funds, visibility, celebration, etc.)
- Choose a theme
- Visit potential sites
- Research/appoint an event coordinator/manager
- Research/select committees/chairpersons
- Chairperson forms subcommittees
- Get cost estimates (site rental, food, drinks, sound/lights, etc.)
- Get recommendations for entertainment; hold auditions
- Get bids for entertainment
- Get bids for decorations
- Get bids for design/printing
- Get bids for other major items
- Finance committee drafts initial budget
- Decide on admission cost
- Create sponsorship amounts/levels
- List items to be underwritten and possible sources
- Research/approach honorees
- Compile mailing list (individuals/businesses)
- Check proposed date for potential conflicts, finalize date in writing
- Get written contracts for site, catering, entertainment, etc.
- Develop alternative site (if event is outdoors)
- Consider pre-party event for publicity or underwriting
- Invite/confirm VIPs
- Pick graphic artist; begin invitation design
- Create logo for event with graphic artist
- Order hold-the-date cards or other event announcements
- Set marketing/public relations schedule
- Develop press release and calendar listings
- Select photographer; arrange for photos of VIPs, chairmen, honorees

Get biographical information on VIPs, celebrities, honorees, chairpersons

Investigate need for special permits, licenses, insurance, etc.

3 to 6 Months

Yes No

- Begin monthly committee meetings
- Write/send requests for funding or underwriting to major donors, corporations, sponsors
- Request logos from corporate sponsors for printing
- Review with graphic artist invitations, programs, posters, etc.
- Prepare final copy for invitations, return card, posters
- Prepare final copy for tickets
- Complete mailing lists for invitations
- Order invitations, posters, tickets, etc.
- Sign contract with Entertainment Company
- Make list of locations for posters
- Finalize mailing lists; begin soliciting corporations and major donors
- Obtain lists from honorees, VIPs
- Obtain radio/TV sponsors, public service announcements, promos
- Set menu with caterer for food and beverages
- Secure permits and insurance
- get written confirmation of celebrity participation/special needs
- Finalize audio/visual contract
- Select/order trophies/awards

2 Months Ahead

Yes No

- Hold underwriting or preview party to coincide with mailing of invitations; invite media
- Assemble/address invitations (with personal notes when possible)
- Mail invitations
- Distribute posters
- Finalize transportation/hotel accommodations for staff, VIPs, honorees

- Obtain contracts for decorations and rental items
- Confirm TV/radio participation
- Release press announcements about celebrities, VIPs, honorees
- Follow up to confirm sponsorships and underwriting
- Obtain logos from corporate sponsors for program printing
- Review needs for signs at registration, directional, etc.
- All major chairpersons to finalize plans
- Hold walk-through of event with responsible committees, chairpersons and responsible site staff members at event site
- Review/finalize budget, task sheets and tentative timeline
- Start phone follow-up for table sponsors (corporate, VIP, committee)

1 Month Ahead

Yes No

- Phone follow-up of mailing list (ticket sales)
- Place newspaper ads, follow up with news media, on-air announcements
- Confirm staff for registration, hosting, other
- Write to VIPs, celebrities, program participants, confirm participation
- Complete list of contents for VIP welcome packets
- Get enlarged site plan/room diagram, assign seats/tables
- Give estimate of guests expected to caterer/food service
- Meet with all outside vendors, consultants to coordinate event
- Review script/timeline
- Continue phone follow-ups for ticket/table sales
- Continue assigning seats; set head table, speaker's platform
- Confirm transportation schedules: airlines, trains, buses, cars, limos
- Confirm hotel accommodations

- Prepare transportation and accommodations (include arrival time, flight number, airline, person assigned to meet flight)
- Confirm special security needed for VIPs, event
- Prepare welcome packet for VIPs, chairpersons, and key staff
- Schedule deliveries of special equipment, rentals
- Confirm setup and tear down times with event site
- Finalize plans with party decorator
- Give caterer revised numbers
- Meet with chairpersons, key staff to finalize any of the above

1 Week Before

Yes No

- Meet with all committees for last-minute details
- Finish phone follow-ups
- Confirm number attending
- Finish seating/table arrangements
- Hold training session with volunteers; finalize assignments
- Secure two or three volunteers to assist with emergencies
- Finalize registration staff
- Distribute seating chart, assignments to hosts/hostesses
- Schedule pickup or delivery of any rented or loaned equipment
- Double-check arrival time and delivery times with vendors
- Reconfirm event site, hotel, transportation
- Deliver final scripts/ timelines to all program participants
- Finalize catering guarantee, refreshments
- Confirm number of volunteers
- Make follow-up calls to news media for advance and event coverage
- Distribute additional fliers
- Final walk-through with all personnel
- Schedule rehearsals

- Schedule volunteer assignments for day of event
- Establish amount of petty cash needed for tips and emergencies
- Write checks for payments to be made for the day of the event

Day Before Event

Yes No

- Lay out all clothes that you will need the day of the event
- Recheck all equipment and supplies to be brought to the event
- Have petty cash and vendor checks prepared

Event Day

Yes No

- Arrive early (with your change of clothes)
- Unpack equipment, supplies and make sure nothing is missing
- Be sure all VIPs are in place and have scripts
- Reconfirm refreshments/meal schedule for volunteers
- Go over all the final details with caterer and setup staff
- Check with volunteers to make sure all tasks are covered
- Setup registration area
- Check sound/light equipment and staging before rehearsal
- Hold final rehearsal