

event planning CHECKLIST

Use this checklist as a guide to help you plan before, during, and after your event.

Planning

- Define how you will measure the event's success.
- Identify your goal: What do you hope to achieve with this event?
- Define your target audience.
- Assign staff task owner(s).
- Brainstorm a list of partners or sponsors you want to reach out to for help with advertising the event.

Event Creation

- Make sure you have a room available for the event.
- Create a title/description: Be concise, but make the event sound fun and appealing.
- If this is a recurring class or program, select the future event dates.
- Include a photo with the event details if possible.
- If registration is required, include a question asking attendees if you can add them to your newsletter list.

Promotions

- Post on social media (Facebook, Twitter, Instagram, etc.); consider adding paid advertising to your strategy.
- Add a banner to your website.
- Email attendees of past similar events.
- Call out the event in your newsletter.
- Display a small poster at checkout kiosk stations.
- Advertise on the radio or in the newspaper.
- Use digital signage to advertise your biggest events.

Day of Event

- Set up room configuration.
- Test technical/AV equipment.
- Prep snacks, handouts, and giveaways.
- Print a list of registrants to check in, as well as flyers for a similar event attendees may be interested in.
- Take photos during the event. Try to capture attendees' emotions to share the story of your program's impact.
- Capture email addresses of attendees, so you can add them to your list for future event announcements.

Post-Event

- Reporting: How did you measure against your goal? Was it a success? What could you have done better?
- Include photos from the event in newsletters and on social media.
- Survey staff: What went well, and what could be improved?
- Send a "thanks for attending" email to participants. Include info for any similar upcoming events, along with a short survey for feedback.