🧡 Before the Event Day 🧡

1) Establish event specifics "goals, objectives, and audience"	- Identify who the program is intended for and take steps accordingly to be appropriately inclusive or restrictive in planning. - Set up brainstorming sessions with your team and exchange ideas in a friendly and relaxed atmosphere. - Set up brainstorming sessions with your team and exchange ideas in a friendly and relaxed atmosphere. - Create the event design (program, layout, theme). - Develop your event strategy.
2) Select date and time	- Check with your local Visitor Information Center to see if there are any other events scheduled for the same date and location. - Ensure hosts, VIPs, and/or speakers are available for specified dates. - Consult campus calendar/religious calendars when selecting. - Think of campus culture/workday schedule when selecting times.
3) Set budget	- Get cost estimates (e.g., room rental, food & beverages, equipment, speaker fees, travel, etc.) and create a budget. (Note: Food and Snacks for Volunteers. Volunteers are carrying tables, greeting hundreds of guests as they sign in, and keeping the show running. You'll want to make sure they have their energy. Bring some special snacks for them.) - Sponsor levels/amounts. - If you set up online registration, you need to know registration fees, Identify items to be underwritten and accounting tracking details.
4) Select and reserve venue	- Determine and arrange all details for example: menu, A/V equipment, registration set-up, parking, signage, etc. - Review security needs/plan for the event with venue manager - Confirm any special needs

5) Develop your event plan	- Identify and confirm speakers/presenters/ entertainers (e.g, finalize presentation/speech topics, get bio information, photo), & Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.) - Recruit event committee, event manager or chair and establish sub-committee chairs - Ensure staff or volunteers are identified to manage specific tasks. (e.g., media relations, VIP coordination, printed material design & printing coordination, signage, online /social media, etc.) - Create a schedule. This schedule can be even more detailed and should give your team a clear idea of day-of breakdown. Share your schedule with all vendors, speakers, staff and volunteers. -Finalize event script -Determine photo op and interview opportunities with any presenters, and confirm details with interviewee and media.
6) Schedule meetings with your team	- Go ahead and book time to meet regularly with the team, as well as the walk-through meetings with caterers/vendors/volunteers. - Brief all hosts, greeters, volunteers about their event duties and timelines. - Clarify goals with VIP's/guest's representatives. - Make sure you frequently send reminders to contact list "registration/participation" especially two or one week before the event day. - Ensure back-up plans are developed for any situation (e.g., back-up volunteers, additional volunteers for registration or set-up, etc.)

7) Investigate needs for special permits, licenses, insurance, etc.	 - Inform local government of event and gain approval (if required). - Investigate need for any special permits, licenses, insurance, etc. (Also if you're looking for to play music, you'll need music permits. If musicians will be performing live at your event, you'll need to obtain a permit.)
8) Publicity	- Request logos from corporate sponsors for online and printed materials. - Develop and produce invitations, programs, posters, tickets, etc. - Develop publicity pieces, e.g., newsletter articles and/or ads, radio spots, print blog posts articles for submission to other publications and/or ads, etc. - Develop media list & prepare News Release, Media Advisory, Backgrounder and all media kit materials (e.g., speaker info, photos, etc.) - Create event page on your website/facebook page. - Develop a promo video and post on YouTube and your Facebook page. - Enable email event notifications - Register your event on a variety of online event calendars.

9) Other things you might consider before the event day	- Print a Master Sheet. This master sheet will have coveted information, such as contact information for all the vendors and exhibitors and Wi-Fi passwords. You can keep this Google Drive, or other mobile apps. - Request copy of speeches and/or presentations. -Sponsorship: Follow up to confirm sponsorships and underwriting - Release press announcements about keynotes speakers, "Also, if there will be celebrities or VIPs attending" - Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc. - Make sure you have an emergency kit such as first aid kit & ibuprofen. - Ensure all promo items, gifts, plaques, trophies, etc. are on-site -Ensure registration and media tables are prepared and stocked with necessary items (e.g., blank name badges, paper, pens, tape, scissors, stapler, etc.)