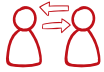


Event planning checklist



Brainstorming

- Will the event work?
- How many people are needed to make it work?
- Has this event taken place before? If so, any complications?
- Do we have the resources to make it happen i.e. speakers, content, logistics?
- Can the London Convention Bureau help us delivering a successful event?
- Budget planning



Advertising

- Emails
- Digital assets
- Printed collateral
- PR
- Other forms of marketing



Week Prior

- Call and check all bookings of venues and suppliers
- Assign event shifts for set-up, running and take down
- Create any programs, name badges etc.



Day of event

- Arrive early for event set-up
- Meet vendors at venue and assist with set-up
- Set-up registration and logistics
- Ensure attendees data is captured
- Greet guests/delegates
- Ensure smooth running throughout event
- Clean-up and take-down



After the event

- Send out email to all delegates and retain crucial feedback via online survey
- Do post-event evaluation

Notes
