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# symphony_pink_s



Event Management Checklist

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| Event Details |  |  |
|  | | |
| Event Name |  | |
| Date |  | |
| Client Organisation |  | |
| Organisers Name & Phone Number |  | |
| Point of contact at Client & Phone Number |  | |
| Main Objective |  | |
| Venue |  | |

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| Your Audience |  |  |
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| Who is the target audience for this event? |  | |
| What will your audience achieve by attending your event? |  | |
| Which key channels will attract your target audience? Social media / Email / Phone / Post |  | |
| Which speaker types will attract your audience? |  | |
| Which dates will be unsuitable for your audience? |  | |
| Which dates will be good for your audience? |  | |

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| Key Numbers |  |  |
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| Venue Capacity |  | |
| Capacity of main rooms |  | |
| Capacity of seminar rooms |  | |
| Number of sessions |  | |
| Number of tickets to sell |  | |
| Number of speakers |  | |
| Number of on-site staff |  | |

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| Key Numbers |  | | |  |
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| Venue | |  | | | |  |
| Speakers | |  | | | |  |
| AV Equipment | |  | | | |  |
| Catering | |  | | | |  |
| Transport | |  | | | |  |
| Staff | |  | | | |  |
| Decorations | |  | | | |  |
| Speaker Hire | |  | | | |  |
| Transport | |  | | | |  |
| Decorations | |  | | | |  |
| Contingency Budget | |  | | | |  |
| Delegate Packs | |  | | | |  |
| Badges | |  | | | |  |

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| Cancellation policies | |  |  |  |
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|  | Important Dates | | | Cancellation Charges |
| Venue |  | | |  |
| Accommodation |  | | |  |
| Catering |  | | |  |
| Equipment |  | | |  |
| Transport |  | | |  |
| Delegates |  | | |  |

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| Key Dates |  | |  |
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| Accommodation registration | |  | |
| Earlybird signup dates | |  | |
| Invitations to be sent out | |  | |
| Reminder invitations to be sent | |  | |
| Press release Dates | |  | |
| Publication of programme | |  | |
| Announcement of speakers | |  | |
| General registration dates | |  | |
| Reminder email to delegates before event | |  | |
| Post event Email with survey | |  | |

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| Publicity |  | |  |
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| Key organisations to contact | |  | |
| Key industry blogs | |  | |
| Sponsors to contact | |  | |
| Websites to advertise on | |  | |
| Social media channels to post on | |  | |
| Forums to post on | |  | |
| Industry influencers to contact | |  | |
| Online calendars to post event in | |  | |
| Industry magazines | |  | |
| Email lists to send invites to | |  | |

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| Website |  | |  |
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| Programme | |  | |
| Why attend | |  | |
| Key speakers | |  | |
| Sponsor logos | |  | |
| Banner images *(In Symphony these should be 780 - px wide)* | |  | |
| Terms and conditions | |  | |
| Information on registration | |  | |
| Cancellation policy | |  | |
| Privacy policy | |  | |
| Venue information and directions | |  | |
| Helpline information | |  | |

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| Registration form |  | |  |
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| Name | |  | |
| Email Address | |  | |
| Organisation | |  | |
| Occupation | |  | |
| Accessibility Requirements | |  | |
| Transport requirements | |  | |
| Accommodation needed | |  | |
| Session selection | |  | |
| Marketing opt in | |  | |
| Agree to terms and conditions | |  | |
| Confirmation Page | |  | |
| Payment Integration | |  | |

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| 2 Weeks Before the Event |  | | |  |
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| Confirm numbers with the venue | |  | | |
| Confirm numbers with the hotels | |  | | |
| Confirm numbers for transport | |  | | |
| Confirm numbers for catering | |  | | |
| Close registration | |  | | |
| Print badges and delegate lists | |  | | |
| Put together delegate packs | |  | | |
| Organise check-in process for the day | |  | | |
| Visit venue to plan for setup of furniture and equipment | |  | | |
| Send reminder emails to delegates with directions | |  | | |
| Have contingency plan for internet failure | |  | | |
| Look at parking facilities near venue | |  | | |
| Notify speakers of their agenda for day | |  | | |
| Give speakers list of delegates | |  | | |
| Collect presentation files you need from speakers for the day | |  | | |
| Check with your speakers about AV equipment | |  | | |
| The Day Before |  | | |  | |
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| Set up furniture at your venue | | |  | | |
| Decorate the venue and put up sponsor posters or flyers | | |  | | |
| Lay out the delegate packs and badges in the sign-in room | | |  | | |
| Brief event staff on VIPs and speakers | | |  | | |
| Plan your social media for the next day | | |  | | |
| Make sure you have a high-quality camera on site | | |  | | |
| Test presentations with the AV equipment set up | | |  | | |
| Put up directions in the car park and a map of the venue in the entrance hall | | |  | | |
| Check the Wi-Fi at venue | | |  | | |
| Send reminder emails to delegates with directions | | |  | | |
| Organise a contingency plan for handling complaints at your event | | |  | | |

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| On the day |  | |  |
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| Get to the venue early to check everything is set up | |  | |
| Wear a badge to show that you are an organiser | |  | |
| Make sure staff are assigned to speaker management, delegate check in and support | |  | |
| Make sure everyone knows the process for managing complaints | |  | |
| Sign into your social media accounts and follow what is happening | |  | |
| Give the caters instructions of where they should set up | |  | |
| Make sure you talk to delegates and ensure they are happy | |  | |
| Post on social media throughout the day | |  | |
| Brief speakers on their audience | |  | |

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| After the event |  |  |
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| Send your delegate a post event survey with an incentive | |  |
| Upload all images to your event website and social media accounts | |  |
| Talk to staff from the day to find out what worked well and how you could improve | |  |
| If this is an annual event, decide which services you want to use next year | |  |
| Chase up any outstanding invoices | |  |
| Publicise the event on external blogs | |  |
| Send all of the speakers and event organisers a Thank You note | |  |
| If you are running the same event next year, make sure your delegates are on your mailing list | |  |



About Symphony’s Event Management Suite

With over 10 years’ experience providing event management software, we know what event planners and who work for event companies and corporate marketing teams need. That’s why we provide a comprehensive system where you can manage your event from start to finish, and which helps you to easily access and share valuable data with those who need it. Manage your registrations, promotional website, marketing emails, reports and budget in one place. Store your files in Symphony and handle ticketing and delegate management through our online portal.

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