



Event Organizing Checklist

Based on our more detailed guide

[“10-Step Ultimate Checklist for Event Organizing”](#)

Crafting the Event Vision and Goals

- Define event experience vision
 - Envision attendee emotions and takeaways
 - Identify what makes event unique
- Understand target audience
 - Create attendee personas
 - Map attendee journey
- Establish unifying theme
 - Develop consistent branding
 - Align messaging and visuals
- Create full schedule and agenda
 - Allow smooth attendee flow
 - Balance session types and topics

Building a Realistic Budget

- Analyze past event budgets
- Build in buffers for overages
- Venue rental costs
 - Understand discounts for multi-day
- Catering expenses
 - Get quotes from 3+ vendors
 - Compare menus and service options
- Equipment rentals
 - Request equipment quotes
 - Clarify delivery/pickup times
- Signage and decor
 - Explore rent/build/buy options
- Event staff and labor
 - Recruit volunteers to save costs
- Speaker fees and travel
 - Negotiate discounts when able
- Permits
 - Apply 2-3 months in advance
- Insurance
 - Ensure proper liability coverage
- Parking
 - Provide maps with confirmation
- Security
 - Set visibility expectations

Selecting the Optimal Event Venue

- Confirm capacity fits growth goals
- Evaluate floorplans and dimensions
- Power outlet placement and number
- Lighting flexibility for multiple uses
- Request historical wifi performance data
- Define bump-in/bump-out windows
- Inquire about 24-hour access options
- Preferred caterers
 - Request sample menus and pricing
- Assess AV system convenience vs. rental
- Validate parking quantity and proximity
- Review emergency procedures
- Visualize signage placement opportunities
- Weigh location convenience for attendees
- Consider traffic flow and bottleneck points
- Identify spaces for breakouts or lounges

Building a Compelling Event Website

- Photograph venue spaces
- Poll attendees for impactful stats
- Quantify attendee benefits
- Funnel visitors towards calls-to-action
- Build with desktop and mobile in mind
- FAQ inclusion
 - Monitor search queries
- Testimonials
 - Collect video and written
- Email collection
 - Offer exclusive discounts
- Frequent updates
 - Share speaker bios and headshots
 - Preview menu or entertainment

Spreading Event Awareness Through Promotion

- Social media strategy
 - Share content across platforms
 - Engage audience with polls, quizzes
- Email campaigns
 - Personalize subject lines
 - Send at optimal times
 - Share registration link prominently
- Direct outreach
 - Identify key prospects
 - Customize pitch language
- Media relations
 - Highlight special guests or performances
 - Insert event details into interviews

Curating Compelling Event Programming

- Align session topics to goals
 - Consider blending educational and inspirational
- Survey past attendees on interests
- Review competitor programming
- Interactive formats
 - Poll the room
 - Facilitate discussions
 - Engage multiple presenters
- Schedule 15-30 minute breaks
- Parties
 - Secure applicable permits

Managing Pre-Event Logistics

- Define staff roles and duties
 - Create staff schedule with call times
- Equipment inventory
 - Assign tracking responsibility
- Submit equipment rental orders
 - Build safety margin into quantities
- Create venue load-in schedule
 - Assign staffing for load-in/load-out
- Finalize vendor orders
 - Re-confirm delivery times
- Craft run of show (ROS)
 - Share ROS with venue and vendors
- Print signage
 - Post directional signage night before
- Prepare name badges
 - Include job titles and companies