

# BEFORE THE EVENT

 **Start Early**

## GOALS

- What is the purpose of event and goals?
- When do you want to have it?
- How many people do you want to attend?
- How much money do you have? How much do you want to make?
- Does your event have a theme? If so, how will you decide?

**NOTES**

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## MONEY

- Create a budget.
- Decide how much your event tickets will cost.
- Create a process to keep track of your spending so you don't blow your budget.
- Is sponsorship an option for your event? If so, create an action plan + content to reach out to sponsors and solicit donations.

**NOTES**

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## TRANSPORTATION

- Consider transportation - how will people get to your event? Should you provide any transportation?
- Parking: Is there parking? Do you need to arrange this? Hire a valet? Get parking passes?

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## MARKETING

- Create a marketing plan and know your budget!
- Design materials: posters, social media graphics, postcards, signs, a logo, and more.
- Create a website and embed your registration process on the website.
- Create pages with more information about your event, including logistics.
- Get the word out about your event - use social media, local news outlets and email marketing.
- Create some discounts or coupons to use as a marketing tool.

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## EVENT CONTENT

- Outline your event schedule. What do you want to accomplish? How much time should your event be?
- Define your event goals.
- Do you need outside help? Entertainment, catering, flowers, tables, etc. Build out these needs and identify contacts to execute these tasks.
- Put deposits down for 3rd party vendors listed above and confirm your orders, dates and times.
- Connect with your speakers - get necessary information. You can use your event software for this. Get bios, pictures and other content you need.
- Put together a schedule for your event. This will change and solidify closer to the event date, but an outline should be complete in advance.

**NOTES**

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- Create your pricing for event access, any merchandise, additional meals and special sessions.
- Communicate with applicants via your registration software to update them on their registration status and confirm registrations.
- Gather all supplies to facilitate registration: iPads, computers, printers, badges, office supplies, etc.

**NOTES**

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## WEEK BEFORE THE EVENT

 **Confirm Everything!**

- Confirm security.
- Confirm with speakers.
- Confirm with all vendors and update registration numbers to send to them.
- Finalize event schedule.
- Do a walk through with your team.
- Go over roles and expectations with your team so you're all on the same page.
- Complete seating plans, name cards, badges, etc.
- Print out all materials - speaker bios, speeches, presentations, etc.

**NOTES**

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## DURING THE EVENT

 *Have fun!*

- Create a space to setup registration and check in.
- Post signage throughout the event to ensure good flow.
- Identify space for secure storage.
- Have a team meeting: registration team understands process and procedure, etc.

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## AFTER THE EVENT

 *Give thanks!*

- Post event surveys
- Thank you letters to staff, volunteers, vendors, sponsors, contractors and the venue.
- Finalize and close budget.
- Financial Reporting
- Follow up email marketing with event attendees.

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