

Event Planning Checklist

6 to 12 Months Ahead

Yes/No

- Decide event purpose (raise funds, visibility, celebration, etc.)
- Choose a theme
- Visit potential sites
- Research/appoint an event coordinator/manager
- Research/select committees/chairpersons
- Chairperson forms subcommittees
- Get cost estimates (site rental, food, drinks, sound/lights, etc.)
- Get recommendations for entertainment; hold auditions
- Get bids for entertainment
- Get bids for decorations
- Get bids for design/printing
- Get bids for other major items
- Finance committee drafts initial budget
- Decide on admission cost
- Create sponsorship amounts/levels
- List items to be underwritten and possible sources
- Research/approach honorees
- Compile mailing list (individuals/businesses)
- Check proposed date for potential conflicts, finalize date in writing
- Get written contracts for site, entertainment, etc.
- Develop alternative site (if event is outdoors)
- Consider pre-party event for publicity or underwriting
- Invite/confirm VIPs
- Pick graphic artist; begin invitation design
- Create logo for event with graphic artist
- Order hold-the-date cards or other event announcements
- Set marketing/public relations schedule
- Develop press release and calendar listings
- Select photographer; arrange for photos of VIPs, chairmen, honorees
- Get biographical information on VIPs, celebrities, honorees, chairmen
- Investigate need for special permits, licenses, insurance, etc.

3 to 6 Months

- Begin monthly committee meetings
- Write/send requests for funding or underwriting to major donors, corporations, sponsors
- Request logos from corporate sponsors for printing
- Review with graphic artist invitations, programs, posters, etc.
- Prepare final copy for invitations, return card, posters
- Prepare final copy for tickets
- Complete mailing lists for invitations
- Order invitations, posters, tickets, etc.
- Sign contract with entertainment company
- Make list of locations for posters
- Finalize mailing lists; begin soliciting corporations and major donors
- Obtain lists from honorees, VIPs
- Obtain radio/TV sponsors, public service announcements, promos
- Set menu with caterer for food and beverages