

## EVENT PLANNING

### **Event Pre-Planning - TEAM**

- Objectives
- Audience
- Message of the Event
- Costs
- Dates
- Location

### **Types of Invitations - TEAM**

- Phoned
- E-mailed
- Printed, informal
- Printed, formal
- RSVP return card
- RSVP by telephone
- Reminder mailing
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### **Event Program - TEAM**

- Topics
- Speakers
- Speaker contact
- Speaker agreements, honoraria
- Equipment needed
- Biographies
- Introductions
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### **People Logistics - OFFICE MANAGER**

- Hospitality
- Transportation
- Accommodation
- Mementos

### **Event Venue Facilities - OFFICE MANAGER**

- Number of people
- Auditorium-type seating
- Conference room seating
- Table shapes: O, U, V

- Menu service needed
- Parking
- Directional signs
- Marquee sign(s)

### **Equipment Requirements - OFFICE MANAGER**

- Lectern
- Podium
- Public address system
- Microphone(s): Neck, podium, table, floor
- Raised platform
- Projection screen
- Video projector
- Remote control cord
- Overhead projector
- Flip charts, markers
- Extension cords
- DVD player and monitor:
- Lap top to Screen

### **Event Food & Beverage Arrangements - OFFICE MANAGER**

- Menu selection
- Caterers
- Schedule
- Type service (buffet, seated)
- Tables for 6, 8, 10
- Head table
- Place cards
- Seating diagrams
- Beverages
- Hospitality room service

### **Publicity & Promotion Considerations - COMMS OFFICER**

- Mailing lists
- Promotional mailings
- Posters, flyers
- Advertising
- Media contact
- Media fact sheets
- News releases
- Talk show appearances
- Press packets
- Press room
- Special phone lines and internet connectivity for media

### **Event Photography – COMMS OFFICER**

- Stills
- Video
- Hire photographer
- Shot list for photographer

### **Printed Program – COMMS OFFICER**

- Agenda
- Speakers' biographies & photos
- Organization information
- Lists of officers, committees
- Lists of sponsors, contributors
- Design and printing
- Quantity
- Distribution

### **Registration – OFFICE MANAGER**

- Registration form
- Bank account
- Reporting system
- Registration confirmation

### **On-site Registration – OFFICE MANAGER**

- Pre-registration list
- Tables
- Computers, collateral equipment
- Personnel
- Cash receipts
- Programs
- Name badges
- Goodie Bags
- Ticket sales
- Host identification
- Venue signage

### **Transportation – OFFICER MANAGER**

- For equipment
- Lease or charter vehicles
- To and from parking areas
- For speakers & special guests
- Between locations
- Signs on vehicles
- Publish or post schedules

### **Escorts or Guides – OFFICE MANAGER**

- For speakers
- For special guests

- For tours, exhibits, etc.
- Aboard shuttles / buses when needed

#### **Event Décor – OFFICE MANAGER**

- Set the theme
- Entrances and exits
- Speaker platform
- Head tables
- Dining tables
- Hospitality suite