

Pink up your event with our Event Checklist

Company Name _____ Date _____
Event Name _____ Location _____

10-12 Weeks Before

Set Goals

What are you hoping to achieve with this event?

- _____
- _____
- _____
- _____
- _____
- _____

Budget

The earlier you do this the easier the planning is!

- Estimated total budget: _____
- Budget breakdown spreadsheet the more detail the better
- Budget approval (per item if multiple budget holders are involved)
- Complete running budget checks and updates for all key stakeholders

Select a Venue/Location

- Estimated number of attendees _____
- Venue Budget _____
- Top 5 venue Requirements
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
- Preferred location
- Preferred venue type
- Make contact with Top 3 venues and create an RFP
- Carry out familiarisation inspection (use our Fam Form to help - its in resources on www.pinkatpink.com)
- If it is an open industry event check the venue for the competition
- Make your venue selection

Select Vendors

Identify your vendor needs and then select appropriate companies for room decoration, AV, entertainment etc.

- _____
- _____
- _____
- _____
- _____
- _____

Important Dates

Identify key milestones for your event

- Signed contract required _____
- Date menu due _____
- Date payment due _____
- Other important dates:
 - _____
 - _____
 - _____

Delegates

- Start creating your delegate list

6-8 Weeks Before

Invitation

Your Invitation is really important - your guests will make a judgement about your event based on the invitation so it's worth getting it right!

- Decide on the format (e-mail, printed, e-shot etc)
- Draft the copy
- Create the design based on your meeting theme - everything should work together to create a coordinated suite of professional materials for the meeting
- Approve the invitation
- Approve and finalise the delegate invitation list
- Upload list into email provider or prepare envelopes, mail merge etc
- Send invitations

Promotional Materials

- Promotional item budget _____
- Put thought into getting the right items that fit with your meeting theme and ensure it will be useful to the delegate and not just something with your company name on it
- Check lead times and delivery costs
- Select and order

Food & beverage

- Review menus from venues
- Make menu choices based on delegate type and dietary requirements and seek approval from stakeholders where necessary

4-6 Weeks Before

Send RSVP reminders

- Send RSVP reminder - make this reminder different to your original invitation - add another reason to attend or a new agenda item or speaker - get people interested

Order supplies

- Order supplies - delegate name badges, delegate bags/folders, sales/company promotional materials, stationery and any other items that you may possibly need!

Signage

- Signage - determine what is required - work with venue as to where these can be located. Consider items such as banner stands, foamex boards, printed floor stickers etc

Specific Signage Requirements

- _____
- _____
- _____
- _____
- _____
- _____
- Draft design
- Receive approval and order

Order supplies

- Order supplies - delegate name badges, delegate bags/folders, sales/company promotional materials, stationery
- Hire any office equipment needed - printer etc

Staffing needs

- Determine number of staff needed for the event. You may need extra people for registration/arrival day or for very busy parts of the agenda.
- _____
- _____
- _____
- Organise additional staff from agencies if required

2 Weeks Before

The Countdown Begins...

Its time to get checking! Check, check and check again. At this time in the planning you can't be too vigilant. If you pick up an error now you may have time to put it right

- Finalise all food and beverage
- Prepare delegate name badges
- Send a further reminder – again a different version to the previous invitations
- Finalise delegate numbers

1 Week Before

Nearly There!

- Send final detail e-mail to confirmed attendees – outlining the date, location, venue details, programme, dietary requirements, dress code etc
- Ensure all materials have been delivered and are complete and intact
- Finalise any additional promotional/sales materials that are required
- Create detailed event schedule for key stakeholders
- Organise pre-meeting briefing
- Check staffing schedule and distribute

Day of Event

Registration Setup

- Set up signage for registration
- Set up registration desk and organise all collateral on the desk/s
- Ensure that if you are registering a large number of attendees you have split the list accordingly ie Surnames A-D, Exhibitors, Speakers - whatever is right for your event
- Set up delegate name badges and registration sheets
- Brief registration staff and role-play the check-in, consider having a briefing sheet including all the key messages to be communicated
- Ensure there is a process for dealing with any guest that is not on the registration sheets - it does happen!
- Continually check stats

General Setup

- Check all details with key contact on the venue team
- Complete a 'venue walk through' with key team members to ensure everyone is completely comfortable with the setup - know where the toilets are!
- Check room temperature – ascertain where the air conditioning control is!
- Ensure all materials available on tables/chairs within the meeting room
- Liaise with the AV team to ensure all systems are working well and speakers are comfortable
- Ensure all vendors are ready and waiting
- Hand out expense forms where appropriate

Post Event

Analysis

Analyse all event metrics possible - the more data you have the better - the metrics will vary depending on the type of event but here are a few that you may want to measure

- Total registrations
- Total no shows
- Total leads
- Visitors to exhibition booth
- Compare this event with others
- Create one page analysis of the event's success
- Hold a post event briefing meeting
- Absorb any learning points for the next one - what worked well, what needs improvement etc

Survey

- Create a post event survey for the delegates, include questions on venue, location, speakers, programme, would you recommend this to a friend, ask for ideas for future events
- Create a post event survey for the no-shows, in order to determine the reasons for not attending
- Compile responses and circulate to all stakeholders

Follow up

- Send a thank you for attending personalised card to attendees
- Send a sorry we missed you email to no shows

Payments

Be driven about your final meeting reconciliation - it can get messy if left!

- Reconcile invoices
- Make final payments to venue, suppliers, speakers etc
- Process any expense payments for delegates

You're finished - time to move on to the next one :-)

The Pink approach - get in touch www.pinkatpink.com

At Pink we believe that all conferences and events have broadly the same objectives, regardless of their type, size or topic - impart knowledge, change behaviour, create an environment for this process.

But there is a lot more to it than that. We like the 'IDEA' approach

Investigate - Identify your specific objectives

Design - Use the objectives to build the design (format and content) of the meeting

Execute - Make it happen - on time and in full

Assess - Going the full circle - checking against your objectives and learning

Our offering

We offer a complete conference and event planning and delivery service for all industries with particular experience in the medical devices and pharmaceutical arena. Our expertise covers strategic development, programme planning, creative elements, delegate management, speaker and faculty management, logistics, on-site management and post event services.

We have experience with groups from 5 - 1500 in over 30 countries. We have executed a range of events from industry conferences to sales conferences and scientific meetings to incentive events. And pretty much everything in between. But our methodology never varies unless we find a way to improve it.