

PHASE 3

Taking Action

“How to Plan a Successful Event”

Planning	Who	When	Complete?
Set objectives			
Set up project team			
Decide on event components			
Establish budget			
Prepare written event strategy			
Plan evaluation strategy			

Guest Speakers	Who	When	Complete?
Confirm master of ceremonies			
Confirm guest speakers			
Brief speakers			
Prepare speeches			
Finalize running order			

Invitations	Who	When	Complete?
Finalize invitation design			
Prepare guest list			
Organize RSVP arrangements			
Print invitations			
Mail out invitations			
Finalize guest list and numbers			
Prepare name tags			

Location	Who	When	Complete?
Choose and book location			
Organize Caterer			
Request menu selections			
Confirm food and timing of catering			
Organize tables, linens, flatware, glassware			

Location	Who	When	Complete?
Organize seating			
Organize table for registration/information			
Arrange separate room for speakers/media			
Organize parking			
Organize water for speakers			
Book photographer/video			

Technical Equipment	Who	When	Complete?
Microphone			
PA system			
Podium			
Overhead projector			
Overhead screen			
Overhead stand			
PowerPoint projector			
PowerPoint screen			
Lap top computer			
Slide projector			
Video projector			
Video screen			
Technician			
Lighting			
Stage			
Extension cords			
Adequate power			
PowerPoint presentation			

Signage	Who	When	Complete?
Backdrop			
Podium sign			
Foyer display			
Other display materials			
Directional signage			
Street signage			

Media	Who	When	Complete?
Write media release			
Prepare media kit			

Media	Who	When	Complete?
Arrange area for media interviews			
Receive/greet media representations			

At the Launch/Event	Who	When	Complete?
Prepare running sheet			
Prepare list of roles and responsibilities			
Staff registration table			
Staff any associated display			
Reserve front rows for special guests			
Receive/greet speakers			

Information Materials	Who	When	Complete?
Launch/Event document			
Prepare program			
Arrange kit folders needed			
Collate information to be handed out			
Arrange pads and pens			
Organize post-event distribution of materials			

Evaluation	Who	When	Complete?
Complete evaluation as planned			
Prepare written evaluation			
Do post-event debriefing with project team and key stakeholders			