Basic Corporate Event Checklist

- Complete all components of the **Event Planning Questionnaire**.
- Determine program, activities, agenda.
- Invite guest speakers, presenters.
- Arrange for facilities (based on estimated numbers and set-up needs).
- Compile mailing list or email list depending on method of invite.
- Write, produce promotional materials (invitations, posters/flyers, brochures, etc.), then determine distribution of promotional materials.
- Arrange for mailing services (collating/inserting, labeling, sorting, etc.) – make sure to provide advance notice so that you meet your deadlines.
- Arrange for food/refreshment needs—be sure to address special needs of guests (to accommodate allergies, vegetarian or special diets, etc.).
- Arrange for other logistics—custodial before and after the event, waste management, audio-visual, flowers/plants, giveaway items, banners/podiums, parking arrangements.
- Create a production timeline of all items that must happen, in order, for all details: from set up, through main event, to clean up.
- Prepare day-of-event materials—write and produce the program, nametags, and program evaluations.
- Send guests and RSVPs a confirmation letter detailing the specifics—date, time, location, parking, etc.; include event tickets and/or registration materials.

During

- Set up registration and/or welcome area.
- Make sure tables are set, seating assignments made, place cards and/or nametags are out.
- Make sure all signage is up and digital equipment is working.
- Monitor food service.
- Make sure all speakers/presenters are present, aware of agenda.
- Monitor program; make sure timeline is met.

After

- Make sure food service is cleared.
- Pack up and return all materials (banners, equipment, leftover print materials, etc.).
- Send thank-you notes to those who provided special services and to those who attended.
- Debrief appropriate staff members on the event.
- Make sure attendees are coded on your database.
- Prepare any post-event publicity or social media—photos/copy for newsletters/newspaper.