**Event Management**

**Checklist**

**Planning your event: 10 months prior to event**

**Strategic Planning**

☐ Have a strategic planning workshop with your team and brainstorm the vision for your event, goals, and what sets your event apart

☐ Develop a strategic plan for your event

☐ Determine your measure of success and plan how you will celebrate when you achieve it

**Event Planning**

☐ Book your venue

☐ Establish the committee structure and supporting roles/responsibilities

☐ Develop all your planning documents and share with the team

☐ Plan the online collaboration system and set it up

☐ Schedule a training session to get everyone on the committee up to speed

 **Securing permits for your event: 7 months prior to event**

☐ At least seven months prior to your event, identify all the permits and approvals your event will require, and the timeframes required for each

☐ Develop supporting documentation required for event approvals/permits

☐ Apply for required approvals, permits and licences

**Preparing for your event:**

**Event Teams: 9 months prior to event**

☐ Establish your volunteer policy, structure and systems

☐ Recruit your team

☐ Develop a communication system

☐ Plan a volunteer social event – no reason, just because you can!

☐ Set up the volunteer roster

☐ Run volunteer briefing sessions

☐ Regularly celebrate volunteers on social media

**Finance: 9 months prior to event**

☐ Set up an efficient financial management system

☐ Develop a comprehensive budget

☐ Keep worksheets for each expense area updated based on quotes and invoices

☐ Establish a regular financial reporting system

☐ Brainstorm new revenue streams for the event

**Sustainability: 8 months prior to event**

**☐** Develop a plan for how your event will reduce emissions and negative impacts on the environment, with measurable goals. Include actions for engaging attendees and suppliers in sustainable behaviours.

☐ Develop a social inclusion policy to ensure your event is inclusive and representative of diverse members of your community, including people with disability

☐ Identify how the event can provide more social benefits for the community, such as providing an opportunities for community groups to fundraise

**Risk + Operations: 8 months prior to event**

☐ Develop a risk management plan

☐ Check that you have all necessary insurances

☐ Hold a risk management briefing session with your committee

☐ Book all participants (e.g. entertainers, stallholders) and equipment (e.g. marquees)

☐ Notify nearby residents of the event

☐ Book waste management

**Sponsorship: 7 months prior to event**

☐ Determine sponsorship targets, including in-kind sponsors who could help offset expenses

☐ Brainstorm the event assets and document an inventory of all assets and their value

☐ Set up the sponsorship tracker

☐ Identify, pitch to, and secure sponsors

**Grants: 7 months prior to event**

☐ Identify what the event needs grant funding for and the amounts needed

☐ Identify suitable grant programs (review the eligibility and criteria closely)

☐ Set up the grant tracker

☐ Record funding contract KPIs, milestones and deliverables in planning timeline

**Marketing: 5 months prior to event**

☐ Identify your ideal event attendees

☐ Develop a marketing plan and content calendar

☐ Develop a media database

☐ Develop a marketing kit and share it with stakeholders

☐ Review the website design checklist against your event website and prepare a list of changes and enhancements for the webmaster

☐ Implement your marketing plan

**Running your event**

**Logistics + Preparation: 1 month prior to event**

☐ Develop your event delivery run sheet

☐ Schedule and run briefing sessions

☐ Review the risk management plan and consider necessary contingencies (check the weather forecast!)

☐ Make sure all data collection tools are in place and ready to be activated during the event

**Evaluation and improvement of your event**

**Post Event Review: 1 month prior to event**

☐ Allocate a committee member to coordinate the post event review

☐ Set up and distribute surveys e.g. in SurveyMonkey

☐ Thank sponsors, volunteers, and other stakeholders

☐ Finalise accounts

☐ Hold a debrief meeting

☐ Develop a post event report, and distribute to key stakeholders

☐ Acquit any grants