



## General Event Planning Checklist

At least 4-6 months prior to event:

- Establish event goals and objectives
  - What is your event's purpose?
  - What is your goal for attendance?
  - How much profit do you need to make for the event to be successful?
- Select date
- Identify venue and negotiate details
- Choose theme, if applicable
- Create budget
  - Get cost estimates (venue/room rental, food and beverages, event equipment, speaker fees, promotional items, etc.)
  - Determine registration/admission fee
  - Determine sponsor levels and amounts
- Recruit event committee and chair
- Create marketing plan
- Identify and confirm speakers/presenters/entertainers
- Identify and contact sponsors and other event partners
  - Inform MIBOR of your event

3-4 months prior to event:

- Follow up to confirm sponsor participation
- Finalize logistics:
  - Determine needs and arrange details for menu, A/V equipment, parking, signage, etc.
  - Review event plan with venue representative
  - Investigate need for permits and insurance:
    - Alcohol and Tobacco Commission
      - Required for the sale or consumption of beer and wine at a public event
      - Serving restrictions apply
    - County Health Departments
      - Required for the sale or distribution of food at an event
    - Special Event Permit

- Required when holding an organized activity involving the use of, or having an impact on city-owned property or the temporary use of private property:
      - Closing of a street
      - Blocking or restriction of public property
      - Sale of merchandise, food, or beverages
      - Set up of temporary structures such as a tent or stage
      - Use of private property where anticipated attendance is over 250
    - State of Indiana – Amusement & Entertainment Permit
      - Required for events at a variety of locations and venues – some of the most common kinds of places that require amusement entertainment permits are concerts and other shows, amusement rides, movies, dances, and bowling
    - Depending on where your event will take place, you may need additional permits for amplified sound, generators and electricity, large structures such as tents, props, and stages, as well as food or alcoholic beverage sampling.
  - Marketing:
    - Set up and begin to monitor online registration
    - Create printed marketing materials such as invitations, tickets, and program
      - Make sure to include sponsor or partner logos on materials
    - Draft social media posts to promote event, create Facebook event page and if a public event, post on local event calendars
    - Draft promotional emails to be sent to potential attendees as well as people who have attended previous events

2 months prior to event:

- Send event invitations or event email to all potential attendees, presenters/speakers/entertainers, sponsors, and vendors
- Continue to confirm event details and logistics

1 month prior to event:

- Continue general event promotion
- Continue sponsor follow-up

1 week prior to the event:

- Meet with committee to confirm all details
- Purchase remaining event décor and other items you will need on the day of the event
- Finalize event schedule and volunteer assignments
- Brief hosts, greeters, volunteers about their event duties and timeline
- Provide final registration numbers to caterer, venue manager, etc. with seating chart, if necessary

- Confirm event details with additional vendors
  - A/V equipment
  - Event rentals
- Create name badges/table tents from registration list

1 day prior to the event:

- Confirm media attending
- Pack items you will need for event signage, registration table, event activities, as well as promotional items, plaques, trophies, etc.
  - Plan to bring copies of instructions, directions, important phone numbers, keys, seating charts, and guest lists

Event day:

- Pick up last minute supplies
- Arrive early to set up and decorate
- Meet with volunteers prior to event to review expectations, event timeline, and important information

Immediately following event:

- Gather all receipts, documentation, and final attendance numbers and update budget
- Submit attendance numbers to MIBOR ([andrewhuber@mibor.com](mailto:andrewhuber@mibor.com))
- Send thank you letters or acknowledgements to sponsors, volunteers, speakers/presenters/entertainers, donors, as well as members of the media who were in attendance