



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

- 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)
- Send thank you letters or acknowledgements to sponsors, volunteers, speakers/presenters/entertainers, donors, as well as members of the media who were in attendance