

Corporate Event Planning Checklist

The following event planning guide is a loose list of the kind of tasks you need to consider in event management planning. Feel free to download this list and highlight the tasks that apply to your event.

- **Budget:** Agree a preliminary budget
- **Venue:** Inspect site; find out what other events will run concurrent with yours; check disability access; book venue.
- **Themes/party finder:** Make sure it is appropriate for the type of guests expected.
- **Final count of guests:** Be aware of any restrictions on the maximum/minimum number of people that can attend. Find out if speaker/entertainers need to be accommodated for dinner. Remember to take a copy of the guest list with you to the event.
- **Caterers:** Ask around for recommendations when choosing a caterer. Decide on the style of service - canapés and buffet for informal event, sit down meal for formal event.
- **Menu:** Depending on the type of event, when deciding the menu send options to guests and ask them to indicate their preference. Find out about special dietary requirements. Where possible taste the food before making a final decision.
- **Speakers and entertainment:** Stipulate that you require a performance preview.
<http://www.professionalspeakersassociation.co.uk/>
- **Drinks reception:** Decide the timing, etc. of the drinks reception.
- **Bar:** Decide if the bar will be entirely free
- **Hotel:** If the event is not being held in a hotel, book rooms at a hotel nearby for those requiring accommodation.
- **Coach travel:** Provide the option of coach travel to the venue; reserve parking for the coach.
- **Parking:** Find out how close the car park is to the venue.
- **Room Setup** – finalise the room setup plan
- **Seating plan:** You can pick names out of a hat or have formal place settings. You can match the place settings cards to the theme of the event or do something creative.
- **Invitations:** Party invites should be professional in appearance as they often set the tone for the event.

- **Information pack:** Distribute info packs 2 weeks before the event. The packs should include the event schedule or itinerary, timing of breaks/lunch/dinner, dress code, accommodation, hotel check-out time, directions for walking and driving, parking, train times, contact name/no. for enquiries and a name badge.
- **Food serving:** Decide where the food will be served.
- **Waiter service:** Decide if there will be waiter service at the drinks reception and at dinner.
- **Contracts:** Where possible, obtain a written contract for services.
- **Contact nos.:** Get an emergency number for the main contacts and put it in your mobile phone.
- **Reconfirm:** Everything a week before the event.
- **Flowers:** Book flowers and props as required.
- **Function room chairs:** You can transform the room by asking the caterers to provide and fit covers over the chairs.
- **Audio visual equipment:** Rent a/v equipment if it is not provided at the venue. Book an A/V technician for the duration of the event – make sure he does a sound check on the day. You may also want to book a roving mic.
- **Photographer:** Book photographer
- **Winery:** Order wine
- **Temperature:** Make sure the temperature at the venue will be adequate.
- **Presentations:** Make sure any presentation material has been uploaded onto a laptop and is ready to go.
- **Lighting:** Hire a lighting company - you can enhance the environment with roof wash lighting, uplighters, pin spots and tree lighting.
<http://www.lost-it.co.uk/>
- **Goody bags:** Put together goody bags for guests, in keeping with the theme of the event.
- **Clock room:** Enquire about clock room facilities.
- **Security:** Decide if you need security, or someone to check invitations.
- **Staffing:** Make sure you have sufficient staff (concierge or otherwise) on duty to cover the needs of your guests.

- **Evaluation:** Give attendees an opportunity to evaluate the event.
- **For Conferences and Seminars**
 - decide registration time and period
 - order refreshments for registration period
 - book refreshments for coffee breaks
 - choose menu and book lunch
 - book audio visual equipment
 - book flipchart and stationery
 - if applicable, decide time luggage will be loaded onto the coach
 - despatch itinerary, papers, map, etc. to attendees
 - reserve parking for the coach
 - Information pack with itinerary, timing of breaks/lunch/dinner, dress code, accommodation, hotel check-out time, directions for walking and driving, parking, train times, contact name/no. for enquiries and a name badge.
- **For Marquee events** - you also need to book:
 - a marquee
 - furniture
 - linen hire
 - generators
 - electrical distribution
 - toilet block
 - heaters (if applicable)