



## Event Plan Checklist

### Getting Started:

<input type="checkbox"/>	Formulate event idea/plan
<input type="checkbox"/>	Select event dates (prepare a backup date)
<input type="checkbox"/>	Appoint Local Event Project Manager
<input type="checkbox"/>	Create a budget
<input type="checkbox"/>	Research event site

### Budget

<input type="checkbox"/>	Review Budget
<input type="checkbox"/>	Confirm & track budget throughout event process
<input type="checkbox"/>	Reconcile budget post-event

### Event Site

<input type="checkbox"/>	Research, visit potential event sites
<input type="checkbox"/>	Select site location
<input type="checkbox"/>	Alternate site- find alternate site as a backup
<input type="checkbox"/>	Create site plan showing layout of event including path of march or rally
<input type="checkbox"/>	Permits- investigate to see if permits are needed
<input type="checkbox"/>	Insurance- is it needed or required by permit?
<input type="checkbox"/>	Secure permits and insurance
<input type="checkbox"/>	Event signage
<input type="checkbox"/>	Place signage indicating location of key site elements around the event site- bathrooms, port-o-potties, changing rooms
<input type="checkbox"/>	Who will make signs? Who will put up signs at event site?

### Stroller Brigade

<input type="checkbox"/>	Determine route for stroller brigade- identify start and finish locations
<input type="checkbox"/>	Determine meet up location for strollers
<input type="checkbox"/>	Route details- are there restrooms that can be used along the route?
<input type="checkbox"/>	Send out clear instructions on all details via print, web & email

### Promotion

<input type="checkbox"/>	Flyer & poster design- specific to you local event: date, time & location
<input type="checkbox"/>	Printing- who is printing the flyers and posters? Are folks doing this at home or is a printer making them?
<input type="checkbox"/>	Distribution plan for flyers and posters- create a list of locations
<input type="checkbox"/>	Locations: stores, bulletin boards, churches, childcare centers, or other locations parents and children congregate.
<input type="checkbox"/>	Distribute flyers and posters to those locations
<input type="checkbox"/>	Email List- send out "save the date" and final event emails

### Production Schedule

<input type="checkbox"/>	Setup and tear down times
<input type="checkbox"/>	Drop off times and pick up times for vendors & rental equipment
<input type="checkbox"/>	Confirm drop off and pick up times
<input type="checkbox"/>	Confirm all details with event site (ie- venue staff, park staff or city employees)

### Speakers & Talent

<input type="checkbox"/>	Research speakers and talents
<input type="checkbox"/>	Book speakers and talent
<input type="checkbox"/>	Research biographical info for speakers, honorees or special guest this will help the MC introduce them
<input type="checkbox"/>	Will you need a "backstage area" for speakers and talent
<input type="checkbox"/>	Weather- prepare accordingly t
<input type="checkbox"/>	Will you need a tent? Heat? Air-conditioning?
<input type="checkbox"/>	Can you use a heated or air-conditioned room or courtyard of a nearby building?
<input type="checkbox"/>	At a <i>minimum</i> provide beverages for your speakers and talent



**Special Guests**

<input type="checkbox"/>	Invite VIPs- community leaders, clergy, politicians, First responders. Etc.
<input type="checkbox"/>	Provide an rsvp system. Have someone keep track of this information
<input type="checkbox"/>	Do you need a staff or volunteer to meet and "wrangle" VIPs?

**Promotion**

<input type="checkbox"/>	Flyer, poster design which is specific to you local event- this may just be copy giving the time and location
<input type="checkbox"/>	Printing- who is printing the flyers and posters? Are folks doing this at home or is a printer?
<input type="checkbox"/>	Distribution plan for flyers and posters.create a list of locations
<input type="checkbox"/>	Locations: stores, bulletin boards, churches, childcare centers, or other locations parents and children congregate.
<input type="checkbox"/>	Distribute flyers and posters to those locations
<input type="checkbox"/>	Email List- send out "save the date" and final event emails

**Vendors & Services**

<input type="checkbox"/>	Will you need sound and staging?
<input type="checkbox"/>	Will you need barricades?
<input type="checkbox"/>	Will you need port-o-pories?
<input type="checkbox"/>	Will you need trash bins and dumpsters?
<input type="checkbox"/>	Will you need a clean up crew?
<input type="checkbox"/>	Will you need catering or food & beverage services?
<input type="checkbox"/>	Can food & beverage be donated?
<input type="checkbox"/>	If yes, when and how will it be delivered to the event?
<input type="checkbox"/>	How will it be distributed?

**Press & Public Relations**

<input type="checkbox"/>	Press Release
<input type="checkbox"/>	Schedule interviews
<input type="checkbox"/>	Calendar Listings
<input type="checkbox"/>	Make follow-up calls to media for advance and media coverage
<input type="checkbox"/>	Media Check-in table or location
<input type="checkbox"/>	Provide locations of media to observe the event

**Transportation & Getting to the event**

<input type="checkbox"/>	Provide address and special instructions
<input type="checkbox"/>	Provide Public Transportation instructions
<input type="checkbox"/>	Provide driving directions
<input type="checkbox"/>	Provide parking instructions
<input type="checkbox"/>	Buses- churches and organizations
<input type="checkbox"/>	Permission slips for private organization vehicles & buses (ie- churches, schools, etc.)
<input type="checkbox"/>	Bus drop off & pick up locations
<input type="checkbox"/>	Bus parking

**Staff & Volunteers**

<input type="checkbox"/>	Create list of staff & volunteer needs/jobs
<input type="checkbox"/>	Put out call for volunteers
<input type="checkbox"/>	Create staff oontact list- include cell phone numbers for day of event
<input type="checkbox"/>	Confirm staff & volunteers
<input type="checkbox"/>	Send out staff & volunteer schedules
<input type="checkbox"/>	Confirm staff & volunteers for event
<input type="checkbox"/>	Photograper & Videographer- confirm and provide post event plan on how you will get the video and photos
<input type="checkbox"/>	Arrange for media training conference call or meeting for all staff (check for Media Kit on CDF website)

Notes:

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