

## EVENT PLANNING CHECK-OFF LIST

Planning a rideshare fair, party or other event? Here's a checklist that will help you cover all your bases:

### **Eight to 10 weeks before your event: Determine a preliminary plan**

- Define the purpose of the event, who the target audience is and establish a goal.
- Determine your budget.
- List activities to be carried out (i.e. printing materials, arranging entertainment, planning food, ordering awards and scheduling appearances.
- Secure and prepare a facility in a visible, high traffic area. Arrange for decorations, chairs, tables, display booths, stage, podium and microphone.
- Prepare publicity materials.

### **Six to eight weeks before your event:**

- Secure commitments from all scheduled speakers, presenters and vendors.
- Review facility needs.
- Recruit volunteers, sponsors and secure donations.
- Develop a theme and prepare advertising materials.
- Order premium ("giveaway") items and awards.

### **Two to four weeks before your event:**

- Finalize arrangements listed above.
- Launch publicity.
- Coordinate your activities with your company's internal communications, public relations department and set up bulletin boards.

### **One week before your event:**

- Reconfirm all activities, services, products, speakers and facilities.

### **The day of your event:**

- Have fun!
- Remember, it's likely that a few things may not go as planned—be ready to troubleshoot, keep a positive attitude and don't lose site of your goal.

### **Immediately following the event:**

- Send thank you notes to all appropriate parties.
- Arrange for coverage in your newsletter.
- Display articles and photos about your event.

Be sure to evaluate participation and get feedback from as many people as possible. Count the number of attendees, the number of new registrations, and assess your event goals.