

# EVENT PLANNING

## Useful Checklist for Small Business Events

### EVENT TYPE

- Define the purpose (e.g., networking, workshop, product launch, seminar...)
- Identify the target audience
- Choose the event format (in-person, virtual, hybrid)

### THEME

- Select a relevant and engaging theme (keep your audience in mind!)
- Develop a tagline or slogan if needed
- Ensure branding aligns with the company's image

### VENUE

- Select a venue (consider audience size, accessibility and parking availability)
- Confirm amenities (Wi-Fi, AV equipment, seating arrangements)
- Book it in advance!

### FOOD AND DRINKS

- Decide on catering (buffet, plated meal, light snacks) and serving arrangements
- Consider and confirm dietary restrictions and preferences
- Arrange for drinks (cover for breaks too!)

### SPEAKER(S)

- Identify speakers or panelists
- Confirm availability and requirements (travel, accommodation, AV needs, legal requirements)
- Arrange for speaker promotion (photos, bios, social media mentions)

### ENTERTAINMENT

- Decide on entertainment (DJ, live music, activities)
- Keep in mind the event's tone and audience, and make sure they're aligned
- Confirm availability and requirements, and book performers in advance





## GIFT FOR ATTENDEES

- Choose event swag or thank-you gifts (branded items, vouchers, digital gifts)
- Order and package gifts in advance
- Arrange distribution (either at the event or sent after the event)

## INVITES & PROMO

- Create a landing page (if required), and design and send invitations (social media, email, printed)
- Promote the event (social media, newsletters, local advertising)
- Send reminders leading up to the event

## FINAL CHECKS

-  Confirm all bookings and schedules
-  Test AV equipment and tech setups
-  Assign roles and responsibilities to team members
-  Prepare an event day emergency kit (extra supplies, first-aid, troubleshooting list)

## FOLLOW-UP

- Send thank-you emails to attendees and speakers
- Create surveys to collect feedback from attendees
- Share highlights of the event on social media (ensure you have permission before using pictures)

## ANALYSIS

- Analyse attendee engagement and ROI
- Review what worked well and what didn't
- Identify challenges and areas for improvement
- Document your lessons learned for future events

A well-planned event can leave a lasting impression on your audience and contribute to your business success.

If you need professional support in organising your next event, feel free to get in touch, I'd love to help make it a hit!