

EVENT | CHECKLIST

PRE-EVENT

Budget

- Define the budget of your event and monitor your spending

Location

- Select a location or venue for your event

Check:

- Wi-Fi and cable connections
- Opening hours
- Projector, microphone, IT stuff (es. Number and position of sockets or similar)
- Stage setting up (chairs, bookstand, tables, lavagna per cartelloni, etc)
- Capacity of the room
- Possibility to host coffee breaks and lunches
- Transportation – will people travel long distances to your event? Is there an opportunity to arrive by public transit?
- Parking space

Event agenda & speakers

- Define the goals of your event
- Define speakers and moderator
 - Share Skype contacts in advance if needed
 - Define translations services if needed
- Develop an event timeline and share it with speakers and moderators
- Ask for the presentations (if needed) in advance

Catering

- Ask for 2/3 quotes
- Define min. and max. number of people
- Ask for reusable/recyclable material, no disposable plastic, local food and products and local organic if available
- Define table setting
- Confirm the service as soon as possible and confirm the number of people a few days in advance

Invitations Management

- Build an online event registration form (Google or Eventbrite – ask the comm. team).

Remember to add:

- Newsletter and privacy options
- Questions about dietary requirements or special needs
- E-mail
- A photo for the top banner

- Host your online registration form on your website
- Create an excel file to manage invitations and who will send them. Add a press sheet
- Inform Etifor team about the event and define who needs to be present

Marketing, Communication & Promotion

- Coordinate with Communication team in advance and share tasks with them (1/2 months before)
- Create a cover image or choose a photo for email invitation, social, website and google module (1 month before)
- Create a flyer or a graphic programme of the event (1 month before)

Make sure you are including:

- all the relevant logos (TESAF-UNIPD, funding...)
- schedule
- link to the registration form

- Publish the news on the Etifor website with the registration form (1 month before)
- Publish the news on our social channels (1 month before – 2 week before – 1 day before)
- Create a Facebook event if needed (1 month before)
- Create the invitation text (email, WhatsApp with flyer, etc.) and add the link to the registration form (1 month before)
- Define if you need any other material during the event (roll-up, brochures, sticky notes, pens...) (1 month before)
- Define the welcome kit (folders, brochures, badges, schedules, pen, papers...) (1 month before)
- Make sure all the material is ready well before the event (2 weeks before)
- Define and write the Press Release plan (1 before and 1 after the event? – if needed)
- List the names and e-mails of the press (1/2 weeks before)
- Define if you need photographers, video makers, streaming, etc
- Prepare a very simple evaluation form to assess organisation, content and overall satisfaction with the event

THE DAY OF, BEFORE THE EVENT

- Gather staff for full briefing This should be done a few days before the event.
- Organise registration area & press area
- Arrive in advance and check IT systems (computer connections, audio system and possible Skype quality)
- Inform moderator and speakers about all the details
- Check photos, video, streaming, etc.
- Save all the presentations in your folder

POST-EVENT

- Remove all equipment, clean the room(s) and sort the rubbish.
 - Make sure you are not leaving anything important behind.
 - Check photo/video/etc and promote them on the Etifor/project Facebook pages
 - Send the media kit with the press release to the press (if needed)
 - Update the website and publish the presentation (if needed)
 - Send a thank you + material email to participants
 - Send thank you letters to staff, volunteers, performers
 - Organise, if needed, a final evaluation meeting with the staff involved and collect feedback.
- Learn and share information
- Verify your expenses and note deviations from the budget. List the contact information and costs of the location and services used for future reference
 - Save the signature sheets in pdf in the project event folder