

Event planning guide/ checklist

- Discuss and finalise on the event objectives, key performance indicators and event date and timing.

- Create your event budget by doing a cost estimation and breakdown of the individual aspects of the event. some cost considerations will be food and drinks, entertainers/ emcees, venue decoration and stage set-up, equipment (sound system, portable screens, queue poles, barricades), tables and chairs, venue rental, salary of event helpers and not forgetting your marketing budget for event promotion.

- Launch the marketing/ publicity plan.

- Coordinate with foods and drinks, entertainers/ emcees, venue decoration and stage set-up, equipment (sound system, portable screens, queue poles, barricades), tables and chairs vendors/ suppliers.

- Reviewing actual site and discuss with venue manager on the site plan and event schedule.

- Printing all event materials that is required on event day (stage backdrop/ banner, coupons, etc).

- Source for event venues and shortlist a few suitable venues.

- Contacting potential sponsors, vendors and business partners to revert their interest for event participation.

- Book event venue.

- Confirm on the final attendees list that includes sponsors, vendors and business partners.

-Request for logos, names and other relevant information for online and offline promotional materials based on the final attendees list.

- Develop marketing/ publicity plan and promotional materials.

- Send reminders to the final attendees list.

- Brief all emcees, sponsors and business partners about their event duties and timeline. (Request copies of speeches and presentations).

- Ensure that all signage is in place.

- Ensure registration tables are prepared and equipped with necessary items (e.g, stationery, laptops, etc).

- Ensure all door gifts, awards, etc. are on-site.

- Ensure you have copies of all instructions, directions, phone numbers, keys, parking permits for VIP guests and guest lists.