



Event Planner Checklist

By breaking it down into separate points, event planning can become a straightforward and achievable task.

A well-structured set of 'things to do' – a plan of a plan – is the place to start, and it pays to think well ahead.

The better you analyse your steps, the smoother and easier the whole process will be.

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Section 1

SUMMARY CHECKLIST

1. Build your agenda
2. Date
3. Set a specific timeframe
4. Further breakdown of time
5. Space and time
6. Venue
7. Desired number of attendees
8. Names of VIP guests
9. Breakout sessions
10. Budget vs. costs
11. Manage your event financials
12. Choosing the right price
13. Invite potential sponsors
14. Manage speakers, exhibitors and sponsors
15. Prepare your marketing strategy
16. Online marketing
17. Transportation and lodging
18. Food and beverage
19. Registration form and website
20. App for your event
21. Communicate and engage with participants
22. Hire professional photographers
23. Attend other events you can learn from
24. Prepare comprehensive reports
25. Organise your onsite team
26. Extras
27. Basic etiquette
28. Walk through the event in your mind

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Section 2

**EVENT
PLANNER**



OVERVIEW

Agenda

Before any planning, define the exact aims and goals you wish to achieve

Date

Planning starts with the date of your special event

Time frame

Overall time only - breakdown on the following page

Venue

Location is key to the success of your event

Attendees

The desired number of attendees at your event



TIME FRAMES

Split the event into several specific time increments

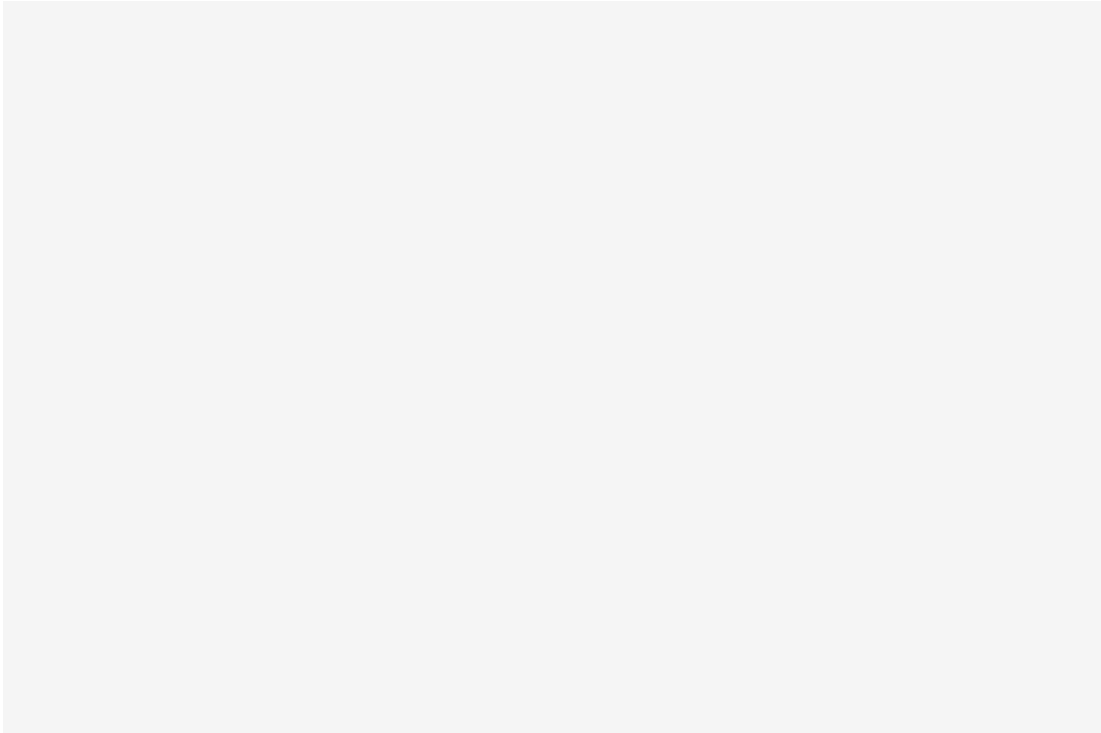
Create a list and share it with your organising team

A vertical stack of 12 light grey rectangular boxes, intended for listing specific time increments for an event.



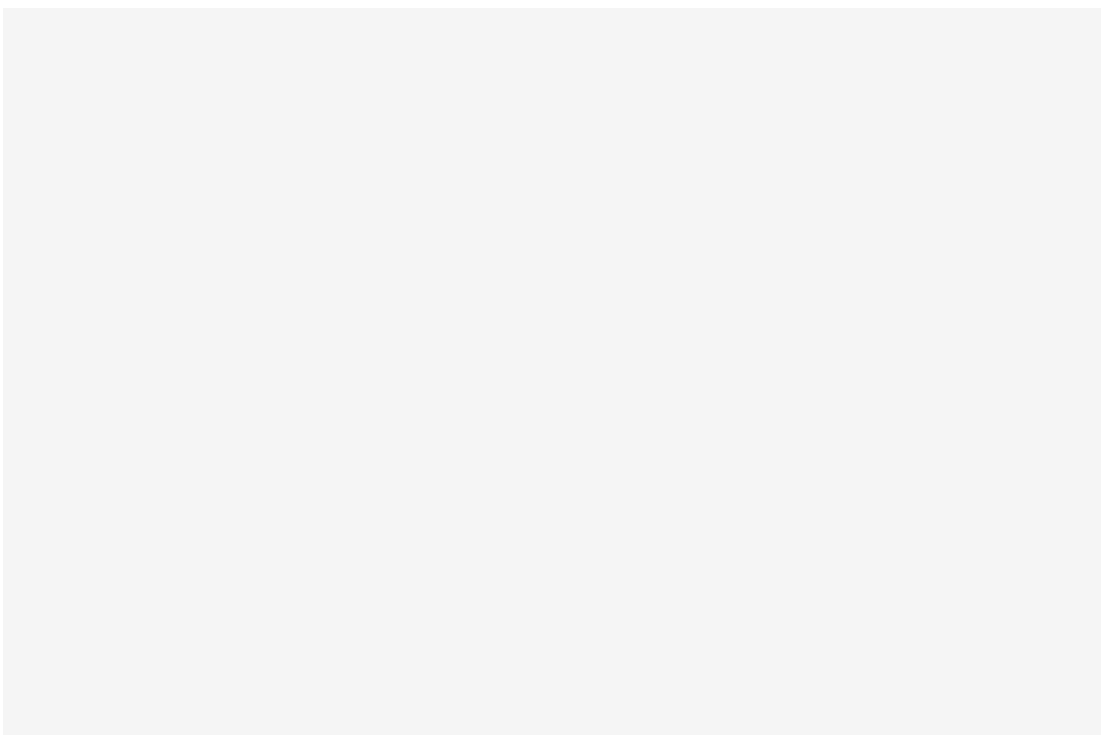
Breakout sessions

Plan some free time and space for those who would like to get some rest



Create a list of VIP guests to invite

Inviting popular media influencers and VIPs will help create additional hype





BUDGET DETAILS

Responsibility

The person or organisation responsible for budget control

Pricing Model

Choose which pricing approach you will use

- Retail approach
- Limited access pricing
- Market pricing
- Incentives and penalties

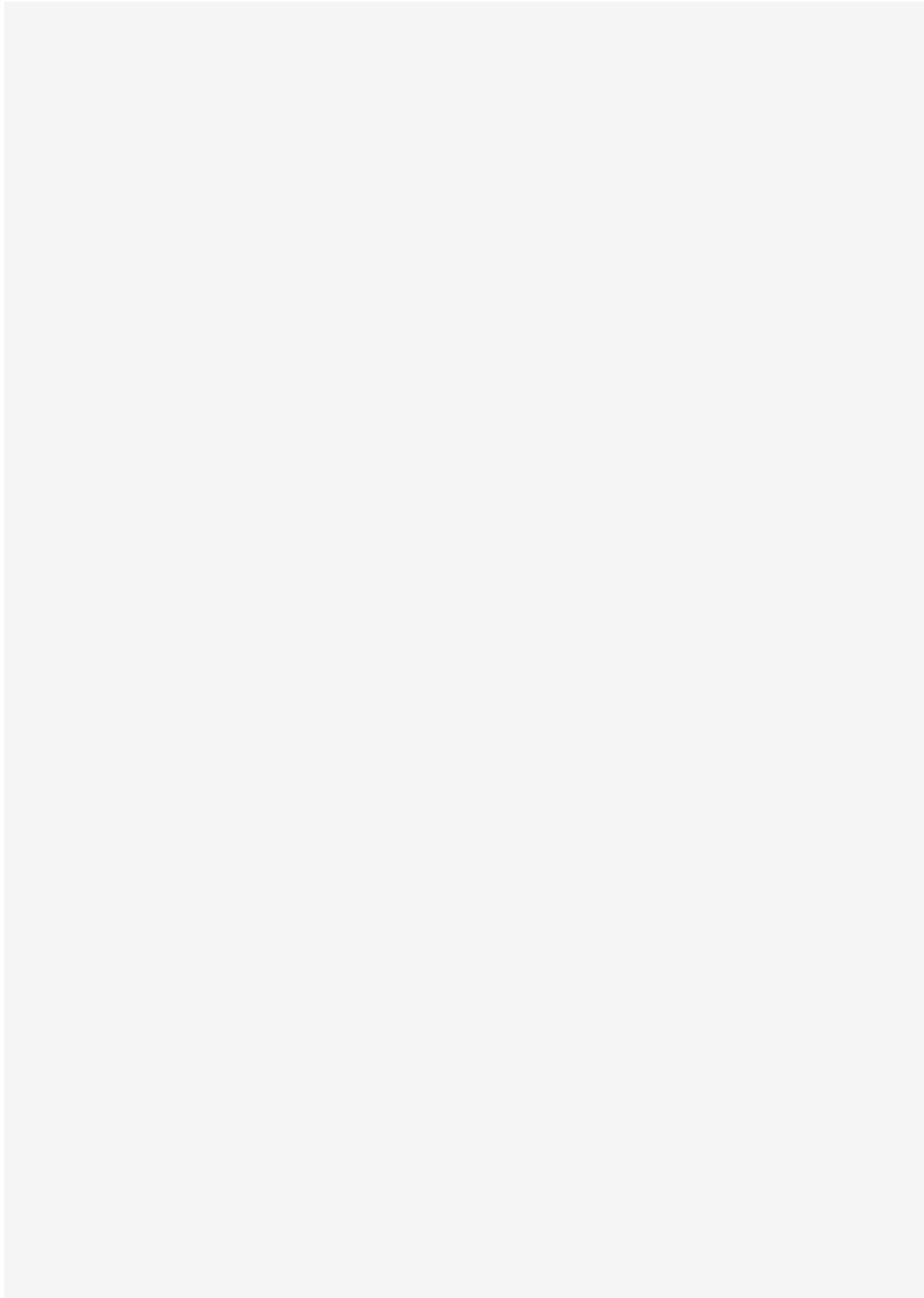
Total budget agreed and other budget notes



SPONSORSHIP

Sponsors, speakers and exhibitors

[Who to invite, notes on contracts and responsibilities](#)

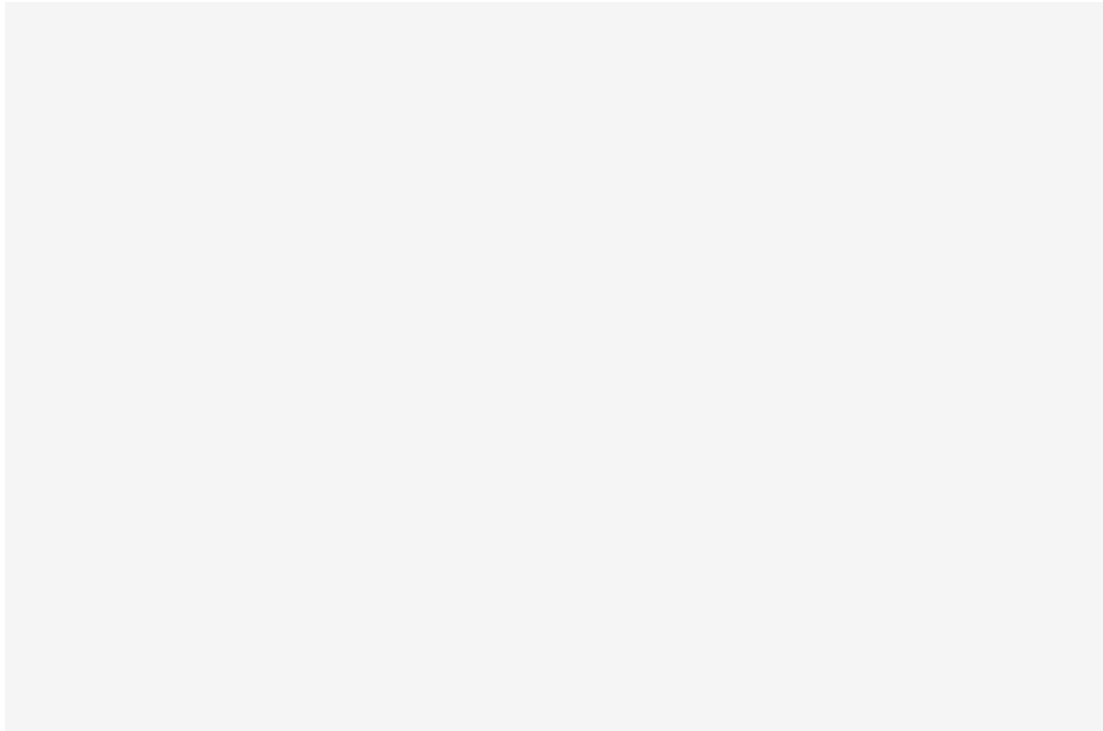




MARKETING

Marketing strategies

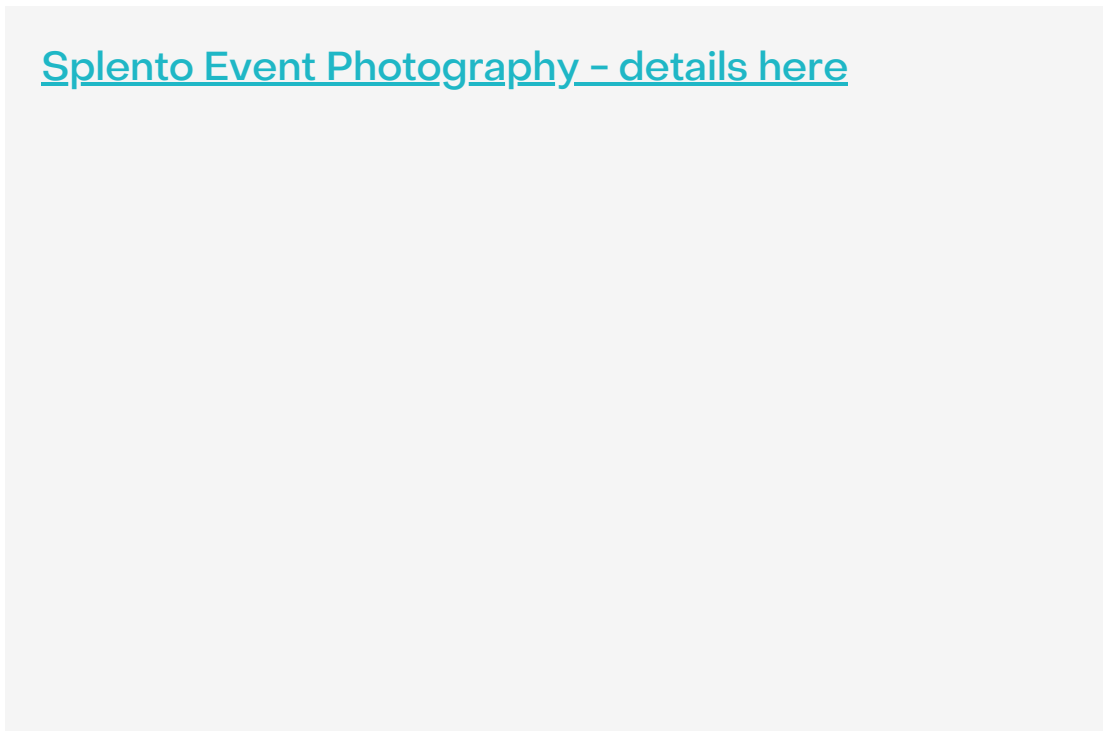
Creating the best - and sufficient - hype around your event



Professional photography

For marketing, promotions, website, App, socials, emails and future PR

[Splento Event Photography - details here](#)

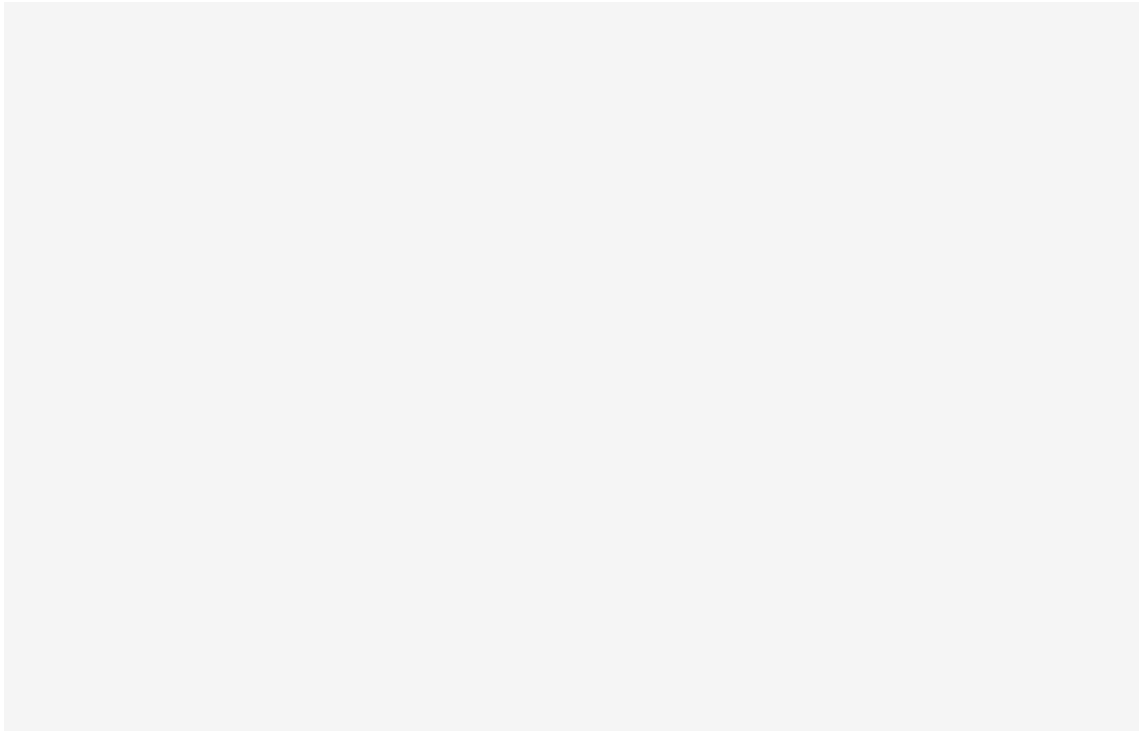




LOGISTICS

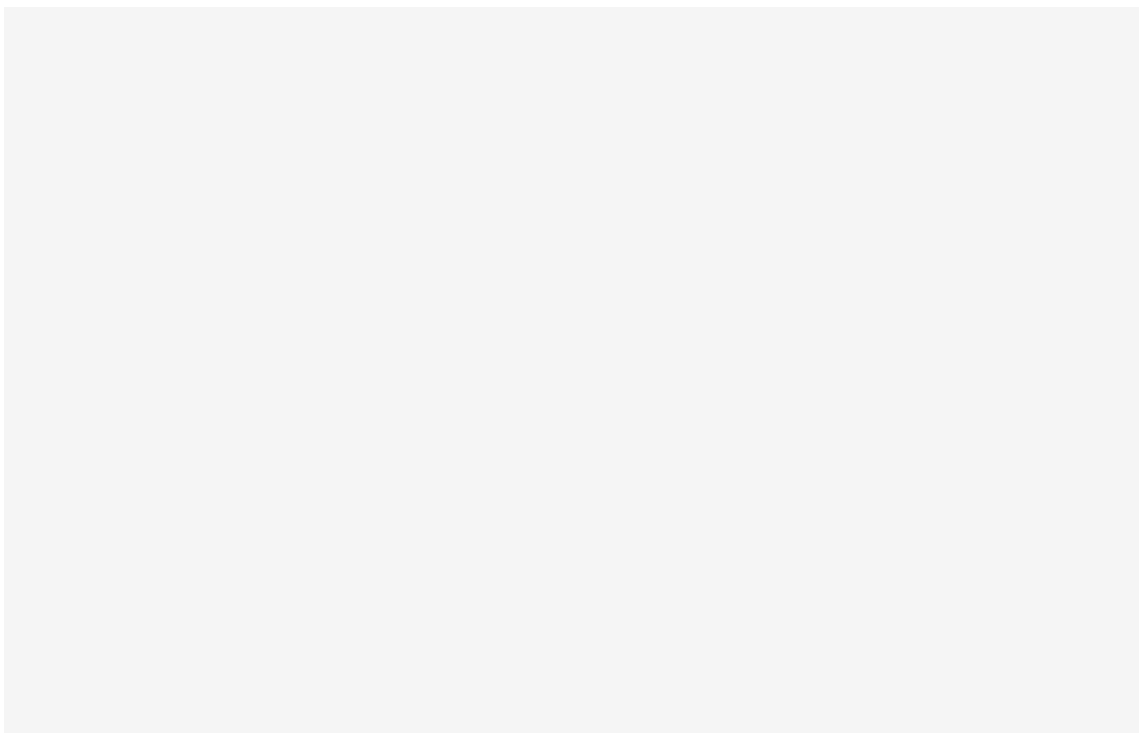
Infrastructure

Transport, parking, accommodation, internet coverage



Catering

Food and drink - alcohol licensing if required

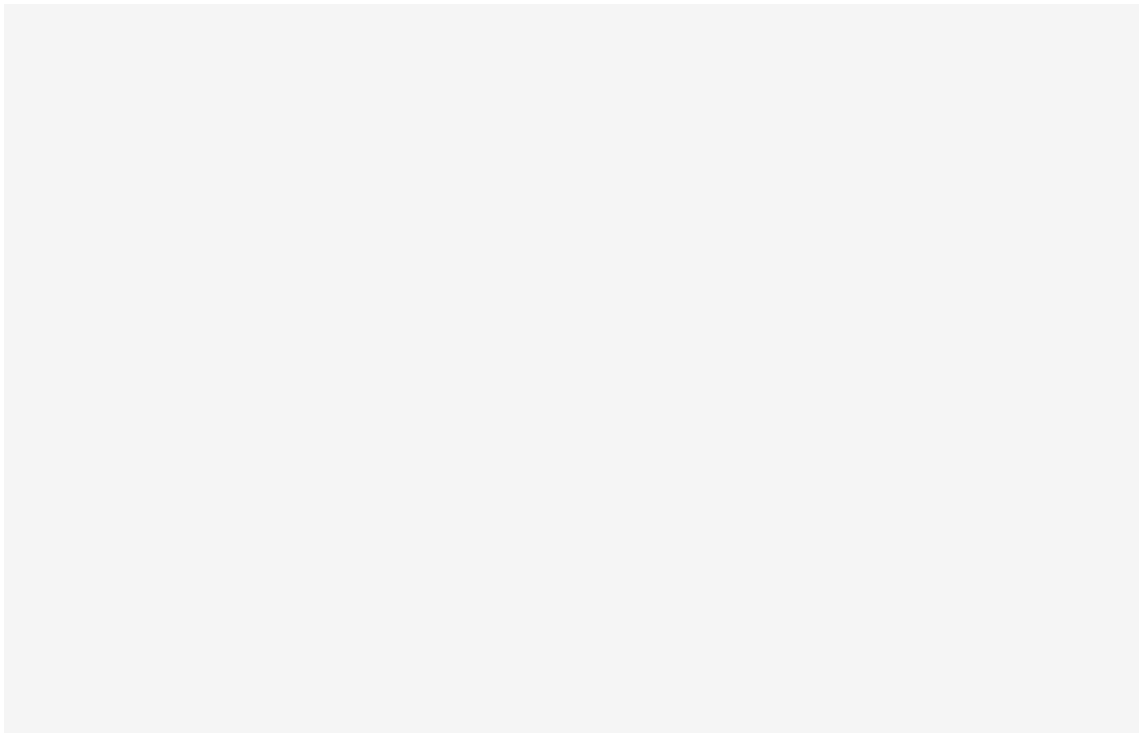




COMMUNICATIONS

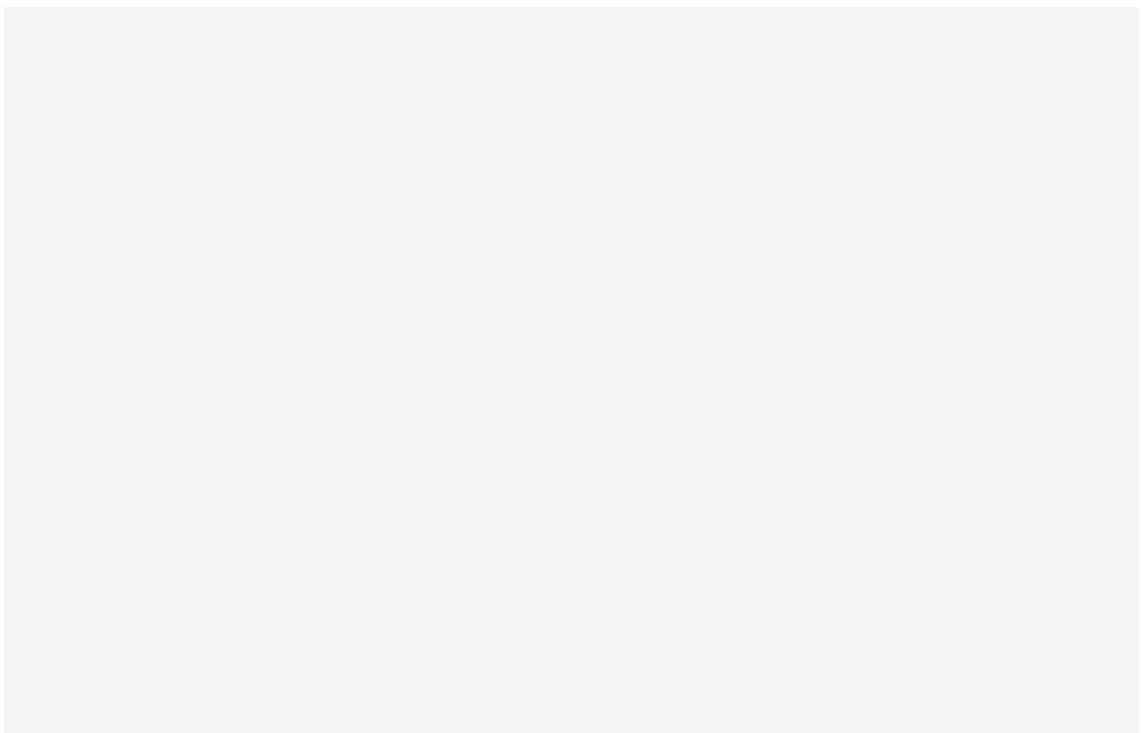
Digital connections

Website and registration. Ongoing email communications



Event App

Creating a smartphone App will resolve most of your attendee interactions

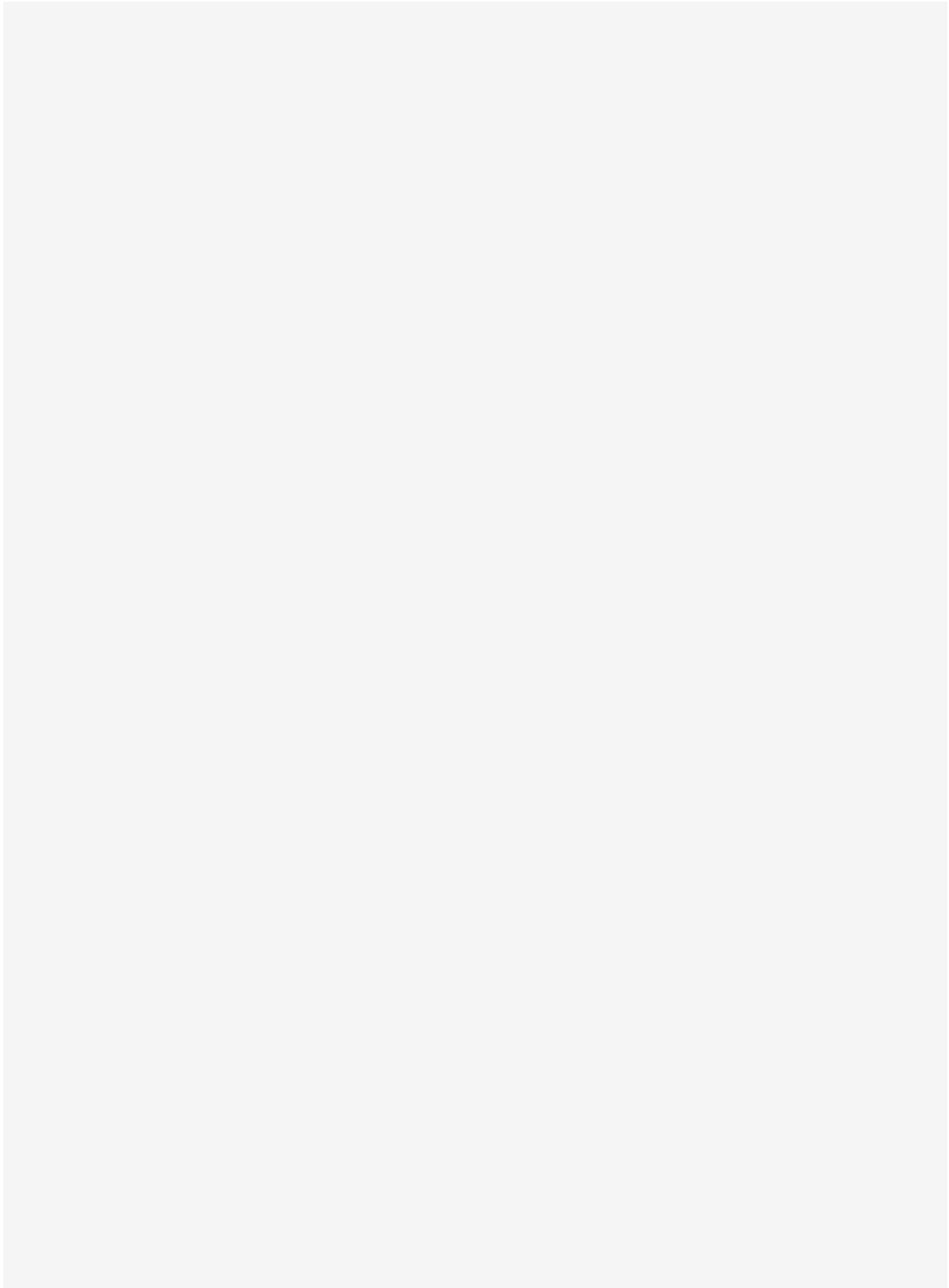




REPORTING

Plan your reports

Prepare comprehensive report templates - set dates for completion



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