

## EVENT CHECKLIST

The following event check list was developed by the Office of Protocol and is intended to assist in the successful management of events. This list is not exhaustive, and should only be used as a guideline that can be adapted to manage many different types of events. The planning timelines will be specific to each event, but it is always advisable to begin the planning process as early as possible.

### GETTING STARTED

- Determine the type of event (meeting, reception, press conference, etc.)
- Confirm event date
- Confirm event start and end times
- Determine if a rain date or alternate date should be established
- Estimate attendance
- Determine the demographics of guests (youth, seniors, diplomatic community, etc.)
- Determine the type of venue best suited for the event

### ACCESSIBILITY

- Determine the physical accessibility of the venue
- Determine requirements for special parking spaces
- Book CART Services (Communication Access Realtime Translation)
- Ensure that all invitations include the following statement: Please advise us of any accessibility-related accommodation
- Ensure that staff, volunteers, suppliers are AODA trained (Accessibility for Ontarians with Disabilities Act)

### AUDIOVISUAL REQUIREMENTS

- Laptop computer(s) for PowerPoint presentations
- Podium with microphone
- Lapel microphone(s)
- Sound requirements
- On-site technician(s)
- Videotaping
- Webcasting

### CATERING

- Determine style of event/reception (cocktail, sit-down, buffet, BBQ, etc.)
- Identify special meal requirements (Kosher, vegetarian, gluten free, food allergies, etc. )
- Develop a detailed Statement of Work and obtain quotes as per procurement processes
- Determine beverage requirements (alcoholic, non-alcoholic, etc.)
- Order linens (including linens for tables that will not be used for catering to ensure consistency)

- Confirm number of guests with caterer 72 hours ahead of event (or as determined by caterer)

## **COMMUNICATIONS / GRAPHICS**

- Create a communications plan for the event
- Create an event website, Facebook page and Twitter feed and identify individual responsible for updating these tools on an on-going basis
- Create and print posters, flyers, brochures, programs
- Create and issue media releases, public service announcements, newspaper/broadcast articles/advertisements
- Arrange media interviews with key participants and/or organizers
- Produce event scenario and share with key participants
- Create event signage

## **DÉCOR**

- Balloons
- Flags, banners
- Flowers
- Lighting / Candles
- Theme (Christmas, Canada Day, etc.)
- Specialty linens

## **ENTERTAINMENT**

- Choose appropriate entertainment for the event
- Confirm performers and their performance schedules
- Confirm performers' technical requirements (stage, audio and/or visual components)

## **FACILITIES**

- Arrange site visit(s) to ensure proper space/layout
- Book venue and identify all rental costs
- Create a site plan, marking the physical space and layout of tables, chairs, stage, flags, kiosks, washrooms, and key elements of décor. The site plan should also include location of washrooms and emergency exits.
- Identify and schedule set-up requirements (tables, chairs, staging/riser, kiosks, trade show booths, pipe and drape, easels, garbage and recycle bins, etc.)
- Identify power requirements
- Identify signage placement (informational and directional)
- Identify cleaning requirements pre and post event
- Coordinate tear-down of venue

## **FINANCE**

- Develop a budget

- Ensure all invoices for services are received, verified and paid in a timely manner
- Maintain a detailed accounting of all money spent and received including any sponsorship contributions
- Ensure all payments are available the day of the event for suppliers where on-site payment has been pre-arranged

## **INVITATIONS**

- Create guest list
- Collect detailed guest information (title, position, company, full mailing address, e-mail address, telephone number)
- Formulate appropriate wording for invitation
- Determine the format of the invitations (print or electronic invitations)
- Identify who will be responsible for handling RSVPs and ensure the contact person is fully briefed about the event
- Invitations should always include the following statement “Please advise of any accessibility-related accommodation”
- Invitations should be issued six weeks prior to the event
- Electronic invitations should contain the same information as written invitations

## **PARKING**

- Reserve parking for officials, participants, exhibitors
- Parking passes for guests
- Shuttle for guests to and from venue
- Parking validation

## **PERMITS**

- Liquor license
- Race permit
- Raffle permit
- Street permits
- Vending license
- Outdoor space permit

## **PHOTOGRAPHER**

- Book photographer
- Create shot list for photographer of specific requirements
- Share photographs with event participants

## **SECURITY / EMERGENCY PLANNING**

- Meet with security officials to determine security requirements
- Become familiar with the event venue’s site plan in the event of an emergency

- Identify emergency exits
- Identify public service requirements (police, fire, paramedics, traffic services, etc.)
- Determine if additional communications devices are required (walkie-talkies, PA system, megaphones, earpieces, etc.)

## **SPEAKERS**

- Confirm number of speakers
- Confirm the duration of remarks for each speaker
- Provide key messages to speakers in advance of the event
- Review draft of speakers' remarks
- Create remarks for Master of Ceremony
- Identify gifts for speakers
- Identify Master of Ceremony

## **VOLUNTEERS**

- Identify the number of volunteers needed
- Organize orientation workshop to review the logistics, "job description" and expectations
- Provide any necessary training
- Coordinate a volunteer schedule for the event including meals and breaks
- Ensure volunteers are thanked for their help (gift, letter, certificate, etc.)
- Arrange for volunteer identification (t-shirts, caps, etc.)

## **POST EVENT**

- Prepare letters of appreciation for volunteers, speakers, staff
- Prepare letters of thanks for sponsors including event photos and confirmation that all sponsorship commitments were met
- Prepare a final report with recommendations for future events
- Review budget estimates versus actual amounts