**NOA Event Checklist**

**4-6 Months Ahead of Event \***

* Establish event goals and objectives, and target audience
* Select date
* Identify venue
* Develop Event Master Plan
* [Create a budget](https://olympians.org/library/noa_guide/project_budget_template.xlsx) to monitor cost *(e.g. room rental, food & beverages, equipment, speaker fees, travel, etc.)*
* Recruit event committee, event manager or chair
* Create and launch publicity plan & brand your event *(ensure staff and/or volunteers are identified to manage specific tasks – e.g., media relations, VIP coordination, printed material design & printing coordination, signage, online /social media, etc.)*
* Identify and confirm speakers/presenters/entertainers
* Identify and recruit sponsors/partners

***\*It is never too early to start planning!***

**3-4 Months Ahead of Event**

* Identify speaker/presenter/entertainer liaison and begin to: e.g.:
* Develop presentation/speech topics
* Collect bio information, photo
* Arrange travel & accommodation
* have contracts signed if appropriate, etc.
* Financial/Administration:
* Determine participation fees
* Create [online registration](https://www.wildapricot.com/event-registration) portal
* Finalise sponsorship agreements
* Track budget items
* Venue/logistics planning, e.g.:
* Investigate need for any special permits, licenses, insurance, etc.
* Determine and arrange all details e.g. catering , A/V set-up, parking, signage, etc.
* Conduct [risk assessment](https://olympians.org/library/noa_guide/risk_assessment_form.docx) and ensure security and insurance needs are in place
* Determine VIPs and create invitation & tracking document (e.g. excel spreadsheet)
* Publicity:
* Develop draft program
* Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.)
* Develop event communications -- *e.g., invitation, news articles, radio scripts , etc.*
* Request logos from corporate sponsors for online and printed materials
* Develop and produce invitations, programs, posters, tickets, etc.
* Develop media list & prepare News Release, Media Advisory, Backgrounder and all media kit materials (e.g., speaker info, photos, etc.)
* Create event page on your website
* Create a Facebook event page
* Consider developing a promotion video for social media
* Register your event on a variety of online event calendars

**Two months prior to event**

* Send reminders
* Presenters/Speakers: e.g.:
* Confirm travel/accommodation details
* Confirm copy of speeches and/or presentations
* Sponsorship: Follow up to confirm sponsorships and underwriting
* Publicity:
* Release press announcements about keynote speakers, celebrities, VIPs attending, honourees, etc.
* Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.

**One week to go**

* Committee chairs meet and confirm all details against Master Plan – and ensure back-up plans are developed for any situation (e.g., back-up volunteers as VIP greeters, additional volunteers for registration or set-up, etc.)
* Finalise event script
* Brief any/all hosts, greeters, volunteers about their event duties and timelines
* Confirm seating plan, place cards, etc.
* Provide final registration numbers to caterer
* Make print and online copies of any speeches, videos, presentations, etc.
* Final registration check, name badges & registration list
* Determine photo op and interview opportunities with any presenters, VIPs etc. and confirm details with relevant parties
* Ensure risk assessment form is up-to-date

**One day to go**

* Confirm event participants list including media and VIPs
* Ensure all signage is in place
* Ensure registration and media tables are prepared and stocked with necessary items (e.g., blank name badges, paper, pens, tape, stapler, etc.)
* Ensure all promo items, gifts, plaques, trophies, etc. are on-site

**Event Day**

* Ensure you have copies of all instructions, directions, phone numbers, keys, extra parking permits for VIP guests, seating charts and guest lists with you
* Check-in with each Committee Chair to ensure their team is on track

**Immediately following event**

While you need to conduct a thorough evaluation and update your budget, there are post-event publicity, fundraising and member development opportunities that you can take advantage of with just a little pre-event planning. Here are some of the activities you might consider once the event is over:

* Financial status: gather all receipts, documentation, final registration data, etc. and update budget
* Send thank-you’s and acknowledgement letters to:
	+ Sponsors
	+ Volunteers
	+ Speakers/presenters
	+ Donors
	+ the Media

*In your thank-you notes, be sure to remind the recipients of the event’s success – and how they contributed (e.g., dollars raised, awareness - number of participants, etc.).*

* Post-event publicity – share the success of your event with WOA and your other stakeholders.
* Follow-up communication with event participants –
	+ Thank them for participating
	+ Post event survey
	+ Update them on next steps or future activities
* Conduct a debrief with event organisers.