

Planning Checklist

PRELIMINARY

(allow 18 - 24 months)

- Set objectives of meeting, convention or exhibition
- List topics to be covered
- Choose an appropriate theme
- Appoint a Conference Coordinator or investigate private help
- Set dates and times - avoid holidays and clashes with other events
- Determine the number of delegates
- Make initial bookings with venues and accommodation
- Liaise and negotiate with airlines

BUDGET

(allow 18 - 24 months)

- Prepare budget estimate and cash flow, taking note of income streams such as registration fees, deposit requirements on venues, accommodation etc
- Review and update budget regularly
- Prepare final costs and budget report

SPONSORSHIPS

(allow 12 - 18 months)

- Prepare list of sponsorship prospects
- Prepare a sponsorship proposal and source financial support

EVENT PROGRAM

(allow 12 - 18 months)

- Develop and implement promotional strategy
- Prepare a printed program schedule
- Select suitable speakers and presenters
- Coordinate audio visual, entertainment, functions, workshops etc
- Organise programs for partners, associates and families
- Organise options for pre/post touring

ADMINISTRATION

(allow 12 - 18 months)

- Establish a computerised mailing list and registration database
- Design and distribute a registration brochure
- Set up sub-committees and recruit volunteers to coordinate events specifics
- Record all statistics, e.g. attendance, income etc
- Ensure all on-site staff are qualified and competent
- Coordinate registration and management of facilities
- Engage contractors, e.g. exhibition management, PR/marketing agencies

VENUE

(allow 12 - 18 months)

- Inspect a suitable venue based upon the size of the conference, budget, location and meeting requirements
- Ensure accessibility to venue via public transport, taxis, private vehicle charter etc

- Reserve meeting rooms, exhibition space and dining facilities

- Survey local dining, shopping, attractions and recreation for delegates

ACCOMMODATION

(allow 6 - 12 months)

- Check availability of accommodation for delegates close to venue
- Consider delegates budgets and selection of accommodation
- Negotiate and book room blocks

SOCIAL PROGRAMS AND TOURING

(allow 6 - 9 months)

- Develop touring program including itineraries and events
- Investigate professional assistance in handling touring program
- Coordinate touring transport, guides and accommodation

PROMOTION

(allow 3 - 6 months)

- Listings in upcoming events schedules, promote via related conferences and the internet
- Arrange appropriate signage and advertising
- Produce and distribute publicity kits, promotional material and press releases
- Instigate a public relations program
- Liaise with media before, during and after the event

EVENT SUPPLIES AND ACCESSORIES

(allow 3 months)

- Acquire and distribute all materials necessary for the conference, e.g. stationery, name tags, satchels etc
- Coordinate display stands, and technological requirements for the event
- Engage and brief temporary staff for the event coordination

FINAL CONFIRMATIONS

(allow 1 - 3 months)

- Confirm registrations including travel, accommodation and social programs
- Release unwanted hotel rooms
- Select menus and confirm catering numbers
- Confirm AV and meeting room setup/requirements
- Commence event briefings for suppliers, contractors, venues and service providers

POST EVENT

- Prepare final costs and budget report
- Write a post event evaluation for client
- Send acknowledgement and thanks to speakers, suppliers, venues and sponsors
- Recover and plan for your next event on the Coffs Coast.