Event Checklist

1. Trusted network

Organising an event can be a daunting task — no two are ever alike. However you can make your life easier over time by developing thorough checklists and a trusted network of suppliers you know you can rely on — every time.

We've put together this basic checklist to help get you started — and of course we recommend our own services. Call Corporate Audiovisual on (03) 9329 4666 for advice, equipment, staging and experienced technicians for all corporate functions — from business meetings to gala events. Located in North Melbourne, 5 minutes from the CBD, we are the preferred supplier for [Ascot House Receptions](#), [The Trust Bar](#) and [Abbotsford Convent](#).

2. Timeframe

Before you start getting creative, it's important to map out the timing between today and the date of your event. Develop a timeline, including:

- Booking venue, accommodation, speakers
- Design and printing of promotional materials
- Development of event website or landing page
- Content development — website, flyers
- Speeches and presentations — MC, official welcome, thank you gifts, etc
- Any approvals required (allow time for changes/input from senior management)
- Registration — open and closing dates, cancellation policy
- Event running sheet — bump in to bump out
- Follow up — feedback, speaker notes, debrief, forward planning

3. Organising team

Make sure you are very clear who is responsible for what, with one person overseeing the entire operation. You will need staff with an eye for detail to ensure the each aspect of the event is well-planned and runs smoothly on the day.

4. Prepare a draft budget

You need to determine your budget and break-even figure (how many tickets or sponsorships do you need to sell to cover costs?). Remember upfront funding may be required to start printing flyers, placing deposits on venues, etc. You should also set a realistic cancellation date — a time to decide if event should proceed if the number of registrations is too low.

5. Develop a draft program

You program may include a number of speakers and breakout sessions, are any of these running concurrently? You will need to decide on times, themes, event MC, official welcome, presenters/speakers and session chairs, thank you gifts, etc.

When booking speakers, provide a deadline for receipt of abstracts, bios, papers, powerpoints. Will these be made available to delegates after the event?

6. Registration

Set registration fees and dates for any early bird rate, cancellation policy and maximum venue capacity. Attendees typically require

- Confirmation, including choice of sessions (if relevant)
- Contact person and number to call with queries
- 'Getting there' information
- Parking information
- Accommodation options

7. Venue booking

When selecting a venue, consider the location (disabled access, transport and parking), crowd capacity, flexibility (if you require various room configurations), air conditioning/heating, catering and audio visual services available in-house.

Talk to a professional about your AV requirements it's easy to overlook vital components. Some items to consider: lectern, lectern light, microphones (fixed/ roving/lapel), video, videoconferencing, powerpoint, data projector, recording facilities, lighting (dimming controls). The screen/s and video equipment you use will depend on the room size and amount of ambient light.

8. TOD fees

If you are bringing in outside AV support, watch out for controversial Technician On Duty (TOD) venue charges hidden venue charges that can sometimes run into the thousands and are arguably unnecessary.

TOD fees assume that your AV supplier requires in-house technical support throughout the event from bump in to bump out. It acts as an incentive to use in-house or venue preferred suppliers and a disincentive to use a supplier of your own choice.

If you would like to negotiate your way out of paying TOD fees, you need to be clear about the level of business you are bringing to the hotel (event, accommodation, publicity, etc) and talk to your preferred AV supplier about what level of in-house support they actually need.

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9. Catering

Is catering available in-house, or will you be using outside catering? You will need to determine venues for coffee/tea, lunch, dinner. Will there be speakers during mealtimes?

10. Accommodation

Book special accommodation for keynote speakers, and block book nearby accommodation for delegates if necessary. You should be able to negotiate special conference rates.

11. Conference website

A website or landing page is handy for managing event information. You will need to include:

- Brief abstract of conference   what, when, where, who and who for?
- Links to program, abstracts, registration, accommodation, transport
- Attractions in the district (if relevant)

12. Promotions

When planning promotional activity always look at your timeline and plan promotions to achieve specific outcomes. It's best to use a combination of online and offline promotional activity. With events are generally aimed at a niche audience, you can easily target your promotional activities. Consider:

- Flyer/downloadable
- Media releases/posts
- Direct mail/email
- Advertising/banner advertising
- Conference signage/banners (at the venue)

13. Sponsorship

Sponsors can provide monetary or in-kind support for your event, including discounts and incentives for attendees. There are two golden rules for managing sponsorship arrangements:

When approaching potential sponsors, you need to be very clear about the benefit of sponsorship to their business i.e. access to your database, relevant content, etc.

Look after you sponsor/s   exceed their expectations. It's much easier to fulfill sponsor expectations (and keep them on board for your next event) than to win them over in the first place.

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14. Conference packs

Attendees will require nametags and a folder or bag to hold their program, pad, pen and sponsor advertising materials. And remember to include a feedback form to help you streamline and sell future events!

15. Running sheet/checklist

On the day of the event, ensure all staff have a copy of the running sheet. Even in this day of electronic media, hardcopy running sheets attached to clipboards are still a great idea. Your running sheet should include:

- Staff briefing
- Registration desk
- Conference venue set up (including breakout rooms)
- Catering venue set up
- Seating reserved for speakers and special guests
- Protocol and security for speakers (if required) and gifts
- Program timing
- Communication protocols
- Emergency management protocols
- AV equipment and operator/s
- Photography/film crew
- Air temperature control
- Contact list, including:
    - Event manager and key staff
    - Technical support
    - Venue contact (event and accommodation)
    - Emergency contacts

16. Call us now!

For all your AV needs, contact Corporate Audiovisual http://www.corporateav.com.au/. We are five minutes from Melbourne's CBD, providing AV equipment hire for corporate events of all sizes   from boardroom meetings and conference equipment hire to gala events.

Corporate AV has been servicing the corporate sector for more than 20 years. Senior managers Andrew Parris and Justyn Pawsey are respected audio visual experts, providing you with the right advice, recommendation, professional equipment set up, demonstration and operators for an extensive range of audio visual equipment hire. With reciprocal arrangements with suppliers in other states, we can manage your event anywhere in Australia.

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