

IN-PERSON PUBLIC ENGAGEMENT EVENT CHECKLIST

| ✓ | 4-6 MONTHS BEFORE EVENT | INTERNAL LEAD | DUE DATE | STATUS |
|--------------------------|--|---------------|----------|--------|
| <input type="checkbox"/> | Five key event elements confirmed with team <ol style="list-style-type: none"> 1. Purpose 2. Content 3. Audience 4. Timing 5. Resources | | | |
| <input type="checkbox"/> | Event date finalized | | | |
| <input type="checkbox"/> | Partnerships established | | | |
| <input type="checkbox"/> | Event team recruited | | | |
| <input type="checkbox"/> | Venue contracted <i>Confirm the venue is accessible and the location is convenient for public transit and parking</i> | | | |
| <input type="checkbox"/> | Costs estimated <ul style="list-style-type: none"> • venue rental • food and beverages • equipment • travel • event materials • photographer | | | |
| <input type="checkbox"/> | Headline activity confirmed | | | |
| <input type="checkbox"/> | Promotional plan developed Event copy/design created | | | |

| ✓ | 2-3 MONTHS BEFORE EVENT | INTERNAL LEAD | DUE DATE | STATUS |
|--------------------------|--|---------------|----------|--------|
| <input type="checkbox"/> | Program finalized <ul style="list-style-type: none"> • Headline activity(ies) | | | |
| <input type="checkbox"/> | Online registration set-up | | | |
| <input type="checkbox"/> | Venue arrangements finalized <ul style="list-style-type: none"> • A/V (sound, lights, projectors, etc.) • On-site registration • Signage location • Seating • Other (food tables, booths) • Name badges for guests | | | |
| <input type="checkbox"/> | Promotional plan implemented <ul style="list-style-type: none"> • E-invites, posters • Event page online • Social media posts • Promo blog/video • Submission to online event calendars • Media list and outreach | | | |

| ✓ | 3-6 WEEKS BEFORE EVENT | INTERNAL LEAD | DUE DATE | STATUS |
|--------------------------|--|---------------|----------|--------|
| <input type="checkbox"/> | Social media promotion increased | | | |
| <input type="checkbox"/> | Caterer confirmed | | | |
| <input type="checkbox"/> | Logistics with speaker(s)/facilitators confirmed <i>Ask speakers to promote the event through their networks as well!</i> | | | |
| <input type="checkbox"/> | Evaluation plan finalized <ul style="list-style-type: none"> • Live polls • Audience survey | | | |

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| <input type="checkbox"/> | Event materials finalized <ul style="list-style-type: none"> • 'SWAG' • Knowledge products/takeaways • Signage/banners • Programs • Name tag template • Presentation template • Other | | | |
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| ✓ | 1-2 WEEKS BEFORE EVENT | INTERNAL LEAD | DUE DATE | STATUS |
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| <input type="checkbox"/> | E-invite reminder sent to registered attendees | | | |
| <input type="checkbox"/> | On-site team confirmed and briefed on duties: <ul style="list-style-type: none"> • Check-in/greeters • Caterer liaison • A/V manager • Writer/blogger/social media rep • Photographer/videographer <i>Create a team text chat or WhatsApp group for the event day!</i> | | | |
| <input type="checkbox"/> | Opening/closing script written | | | |
| <input type="checkbox"/> | Speakers/facilitators briefed on details | | | |
| <input type="checkbox"/> | Catering numbers finalized | | | |
| <input type="checkbox"/> | Name badges created | | | |
| <input type="checkbox"/> | Photo ops planned | | | |
| <input type="checkbox"/> | Registration closed | | | |

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| <input type="checkbox"/> | Event day schedule created | | | |
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| ✓ | EVENT DAY | INTERNAL LEAD | DUE DATE | STATUS |
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| <input type="checkbox"/> | Keep calm and enjoy your event! Follow the event schedule Be ready to troubleshoot Remove all event materials when you leave | | | |
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| ✓ | POST-EVENT ACTIVITIES | INTERNAL LEAD | DUE DATE | STATUS |
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| <input type="checkbox"/> | Evaluation completed <ul style="list-style-type: none"> • Team debrief: lessons learned • Survey results compiled • Event report produced | | | |
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| <input type="checkbox"/> | Post-event promotion completed <ul style="list-style-type: none"> • Videos • Blogs/articles • Email to attendees with links / follow-up actions | | | |
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| <input type="checkbox"/> | Thank you notes sent <ul style="list-style-type: none"> • speakers, facilitators, event team | | | |
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| <input type="checkbox"/> | Final payments made <ul style="list-style-type: none"> • Receipts, invoices reconciled with budget | | | |
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