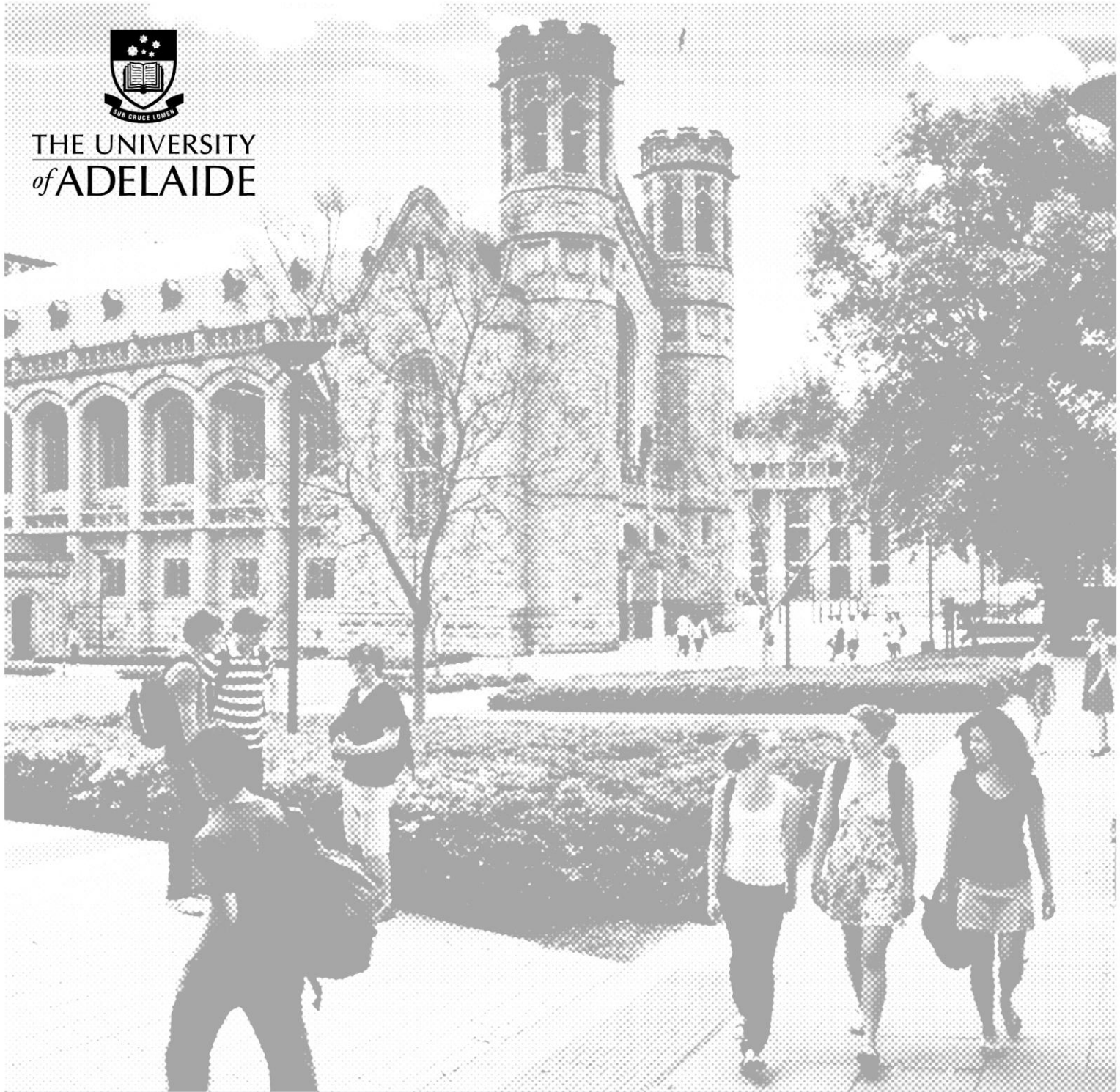




THE UNIVERSITY  
*of* ADELAIDE



Marketing and Communications

# Events checklist

CRICOS PROVIDER 00123M

[adelaide.edu.au](http://adelaide.edu.au)

*seek* LIGHT

---

This checklist assists with covering all the aspects of the event planning process. Keep in mind that customisation of this list may be required to suit your specific event.

## Planning

- Set the business objectives
- Confirm target audience(s)
- Identify how you will communicate with the target audience(s)
- Set a budget
- Confirm a date, time and venue
- Set a working group

## Event design

- Define how the event will meet the business objectives
- Draft an operational plan and logistics timeline
- Set the event name
- Write the event description
- Run a site/venue inspection
- Draft a floor plan and/or layout
- List any required furniture and equipment – include power and internet requirements
- Identify any required permits and licenses
- Identify signage and decoration requirements
- Identify staffing needs
- Confirm catering
- Book cleaning and security
- Organise parking
- Confirm speakers and VIPs
- Organise mailing list
- Confirm any protocol requirements
- Organise gifts
- Confirm photography and podcasting
- Draft a safety management plan
- Book induction sessions with relevant parties

## Promotional plan

- Referring to the target audience and how you will communicate with them, set the promotional objectives
- Define key messages
- Set the promotional budget
- Develop an implementation plan

Confirm the advertising strategy:

- Create a brief
- Brief the agency
- Draft copy and source images/graphics if required
- Brief relevant internal teams (e.g. Marketing & Communications: Creative Services, Web)

Confirm promotional material (i.e. posters, flyers, banners, invitations etc.):

- Draft copy and source images and graphics if required
- Brief relevant internal teams (e.g. Marketing & Communications)
- Determine print quantities
- Source quotes
- Determine a distribution plan

Determine if PR is required

- Source sponsorship if required
  - List potential sponsors
  - Draft proposal

## Evaluation

- Determine your evaluation method
- Organise attendee feedback forms
- Organise staff evaluation/feedback forms
- Report on final budget spend
- Run a debrief session with relevant parties
- Prepare a sponsors' report
- Prepare a general final report
- Send thank you messages and acknowledgements to relevant participants