Getting Started

Event Title			
Event Date		Event Time	
Person/s Submitting Checklist			

Purpose	Why are you hosting the event:	
Objective	What is expected to be achieved / the take away/desired outcome for attendees	
Intended Audience	Who are you trying to reach	
Planning Team	Who is on the planning team and what task/s is each responsible for	
Total Proposed Budget	Itemized Breakdown of expected expenditures	

Event Premise, Topic/s and/or Scope			
Event Outline/Timeline: Approximate timeline for activities, discussion items etc.			
Topics to cover	Detailed prompts, questions, discussion sections		
Moderator	Responsible Party for keeping the event, participants, and facilitators on task		
Desired Facilitator, Guest Speaker and/or Panelist	Facilitator, Guest Speaker and or Panelist: Experience, Qualifications, and/or Bio	Fees	Speaking to: Talking Points
1.			
2.			
3.			
4.			

Logistics		
Set Up Time	Party responsible for overseeing the Set Up	Back Up Party responsible for Set Up
1 Choice Venue	Equipment needs	Set Up – Initial thoughts a Map will provided once the venue is booked
2 Choice Venue	Equipment needs	Set Up – Initial thoughts a Map will provided once the venue is booked

Marketing/ Marketing Timeline

Marketing materials needed with quantities for each material type.	Person responsible for providing materials. All materials must be provided in PDF format in the desired output size	Proposed Posting/Production Schedule
☐ Posters QTY: : ☐ Postcards QTY: : ☐ Flyers QTY: : Special Instructions: Please Specify		
Social Media Platforms	Post Text	Instagram graphics must be provided in a 1080 x 1080px graphic in PDF Form
Email Blasts	Email Subject Line and Text (Including any relevant links)	Graphic Bar: 1080 x163px Picture: 440 x 365px PDF
Web Event Page Image	Text	Date to post