

EVENT PLANNING PROTOCOL

Event :

Date:

Location:

Event Purpose:

Target Audience:

6-Weeks Prior to Event: Date_____

- Who, What, Where, When, Why
- Develop Collateral
- Develop mailing list
- Determine mail date
- Develop budget
- Develop plan for sponsorships
- Assign list of potential booth holders
- Plan speakers and presentations if having
- Determine sales promotional items and order
- Plan for Parking

4-Weeks Prior to Event: Date_____

- Plan site set up
- Confirm exhibitors
- Prepare "vendor survival kits"
- Staff Accordingly:
 - ____# Set up
 - ____# Greeters
 - ____# of Clean up

3-Weeks Prior to Event: Date_____

- Email flyer/press releases/hand deliver flyers/post

2-Weeks Prior to Event: Date_____

1-Week Prior to Event: Date_____

- Tour training/30 second commercial
- Order or confirm food (plan for pick up or delivery)
- Write opening remarks
- Review expectations of staff with staff:
 - o Dress code
 - o Name tags
 - o 30 second commercial
 - o Tour route
 - o Mingle with guests not employees

1-Day Prior to Event

- Walk through building

Day of the Event

Reminders:

- Get an early start
- Consider all 5 senses as you walk through
- Ensure all staff is prepared

Staffing (make sure have enough)

- Food pick up
- Food preparation
- Room set up
- Food set up

Parking :(Designate parking spaces, flags/signs, shuttle service?)

Lobby: Welcome sign on easel, raffle ready, give away pens, collaterals

Tour Route: Ample guides, think about congestion and traffic flow

Reception:

- Food stations (staff)
- Beverage station (staff)
- Tablecloths
- Centerpieces
- Music
- Clean up (staff)