

YARRA VALLEY BUSINESS EVENTS CHECKLIST

Whether you're planning your next business event or looking for an easy and thorough method for your team to follow while planning an upcoming event, we've got you covered with our Business Events Checklist.

This checklist is a generic list to help get you started identifying everything you'll need to consider within specific timelines. The further in advance begin planning, the better. It allows for plenty of time to cover all the details and avoid overlooking important details.

The more preparation time you give yourself and your team, the more easily you can adapt to any issue when they arise (as they often do.)

Business events can range from small meetings and training workshops all the way through to multi-day conferences and exhibitions. While this list won't drill down to the level of detail you'll need to consider when planning your specific event, it'll get you started.

INITIAL PLANNING - 18-24 MONTHS OUT

Outline event objectives. Fundraiser vs training vs product launch, etc

Determine your event type (meeting, conference, incentive, gala dinner, etc)

Set dates and times – avoiding holidays or clashes with other events

Determine if the event will have a theme

Appoint a conference coordinator or engage a professional planner

Determine or estimate the number of delegates

Contact Yarra Valley Business Events

- Make initial contact with the team for venue and accommodation assistance
- Consider appropriate experiences to add to your itinerary
- Determine if airline booking will be required and liaise with airlines

BUDGETING - 18- 24 MONTHS OUT

Prepare event budgets and estimated cash flow

Determine any income streams such as registration fees, sponsorships, etc

Determine deposit requirements for venues, accommodation etc

Review and update your budget monthly

SPONSORSHIP - 12-18 MONTHS OUT

- Prepare a list of sponsorship prospects
- Prepare a sponsorship proposal and source financial support

ADMINISTRATION - 12- 18 MONTHS OUT

- Establish an attendee mailing list and registration database
- Design and distribute registration information and marketing materials
- Set up sub-committees and/or recruit event volunteers to assist with logistics and specifics
- Coordinate registration and monthly reporting
- Engage contractors, services and suppliers e.g. catering, transport, keynote speakers, PR/marketing agencies

VENUE - 12-18 MONTHS OUT

- Inspect suitable venues based on your requirements
- Reserve venue spaces, meeting rooms and dining facilities as required
- Contact Yarra Ranges Business Events regarding local dining, attractions and recreation opportunities for delegates

ACCOMMODATION - 6-12 MONTHS OUT

- Confirm delegate numbers
- Confirm delegate accommodation (if required) and negotiate and book room blocks
- Contact Business Events Yarra Ranges to develop touring itineraries and off-site events
- Coordinate transportation for delegates and guests

PROMOTIONS AND MARKETING - 3-6 MONTHS OUT

- Finalise and proofread all marketing materials
- Engage promotional activities such as teasers, early-bird incentives, event listings, etc
- Arrange appropriate signage and advertising
- Produce and distribute marketing and publicity kits, promotional material and press releases
- Liaise with media before, during and after the event if required

EVENT SUPPLIES AND ADMIN - 1-3 MONTHS OUT

- Determine and organise all stationary materials necessary e.g. name tags, satchels etc
- Coordinate sponsor displays, signage, stands
- Confirm technological requirements for the event

FINAL DETAILS - 4-6 WEEKS OUT

- Brief event staff and volunteers on roles and responsibilities
- Determine staff rosters (if required)
- Confirm travel, accommodation and delegate registrations
- Confirm final delegate numbers to hotels, venues, off-site dining venues and transport
- Release unneeded accommodation rooms
- Confirm menus and catering numbers
- Confirm AV and meeting room set-up/requirements
- Commence event briefings for suppliers, contractors, venues, and service providers

POST EVENT

- Prepare final costs and event summary report for client
- Write a post-event evaluation for sponsors, meeting all sponsorship obligations (providing databases, images, etc)
- Send acknowledgments and thanks to speakers, suppliers, venues and sponsors
- Set your date to plan your next event in the Yarra Ranges