

## Event Logistics: Venue, Speaker, & PR Checklists

### Venue Checklist

**Venue Name:**

**Room Name:**

**Address:**

**Contact Name, Email, and Phone:**

**Parking Notes:**

### AV & Equipment

Can the venue supply what do you need? If not, who will provide the equipment? \_\_\_\_\_

- |  |  |
|--|--|
| <input type="checkbox"/> Laptop        | <input type="checkbox"/> Speakers (*Not only for microphones, but laptop audio too.) |
| <input type="checkbox"/> LCD Projector | <input type="checkbox"/> Screen  |
| <input type="checkbox"/> Lectern       | <input type="checkbox"/> Flip Charts   |
| <input type="checkbox"/> Microphone    | <input type="checkbox"/> Easels  |
| Podium Mic ____                        | <input type="checkbox"/> Markers   |
| Handheld ____                          | <input type="checkbox"/> Sign-In Table   |
| Standing Mic ____                      | <input type="checkbox"/> Chairs  |
| Panel Table Mics ____                  |  |

### Room/Stage Set-Up, Signage, & Hospitality

#### **Room Set-Up:**

- Theater style
- Classroom style
- (Semi) Circle
- U-Shape
- Hollow-Square
- Other:

#### **Stage Set-Up:**

- Panel Tables
- Seated/Conversational (no tables)
- Podium/Lectern

#### **Number of Chairs:**

Audience:  
Stage:



**Sign-In Table:**

YES NO

Location:

**Will you utilize directional signs, volunteers, or both?**

**Water for speaker(s):** YES NO

**What time can you arrive for set-up? \_\_\_\_\_**

**What time you need to be out? \_\_\_\_\_**

**Speaker/Talent Checklist**

<p><b>Name:</b></p> <p><b>Email:</b></p> <p><b>Phone:</b></p> <p><b>Address:</b></p> <p><b>Area of Expertise:</b></p> <p><b>Making the Ask:</b> Be clear and precise. Are you asking them to give a <b>PRESENTATION</b>, be in <b>DIALOGUE</b> with others, <b>MODERATE</b> a panel, or <b>FACILITATE</b> some other kind of activity?</p> <p>Draft a <b>SHORT STATEMENT</b> on what you hope this person’s expertise will bring to the event. Use this to help communicate your expectations.</p>	<p><b>Logistics:</b> Make sure you AND the “talent” confirm the following:</p> <p>Presentation Title (if applicable)</p> <p>Short Bio</p> <p>Honoraria Amount</p> <p>Meal needed? (ask about restrictions)</p> <p>Transportation needed? Pick-up address Driver name and phone</p> <p>Arrival time to venue:</p> <p>Tech check:</p> <p>AV Needs:</p> <p><input type="checkbox"/> Laptop                      <input type="checkbox"/> Microphone                      <input type="checkbox"/> Screen</p> <p><input type="checkbox"/> LCD Projector                      <input type="checkbox"/> Speakers</p>
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**Why this person?**

You asked this person to speak for a reason, but do they know why? Have you discussed ...?

- Why is this event happening?
- The event goals.
- What you want the audience to think, feel, and do?
- Your design plans and event format?
- What you hope their remarks will address, reinforce, or inspire?

**Never assume an “expert” will automatically know what to do or will accomplish your event goals without some coaching.**

## Promotions – Overview

Creating a publicity strategy for your event is crucial. Factor publicity into your overall effort and make it a part of everything you do to increase visibility and community impact.

### ESSENTIALS:

- Update website home page and/or events calendar.
- Promote the event on social media.
- Send e-mail invitations to your supporters and friends.
- Include event information in your (electronic) newsletters.
- Draft a press release.
- Outline with event partners the specific ways they will help promote the event. (Use the PR Matrix!)
- Include your event in (online) community calendars.
- Upload post-event photos on social media and your website.

### SOCIAL MEDIA TIPS:

- Create at least one post a week for the 4 to 6 weeks leading up to your event
- Tag your event partners in your social media posts to increase exposure
- Ask your presenter for images! (Facebook and Instagram LOVE images.)

### EMAIL INVITATIONS & REMINDERS:

- 6 weeks—“Save the date” & general topic info
- 2—3weeks—Feature your speaker (or film, book, etc.) in more detail
- 3—5 days—Share your enthusiasm for the upcoming event
- Reminders:
  - Registrants should receive an immediate confirmation.
  - Send another reminder 24 to 48 hours before the event.
  - Send a final reminder 2 to 4 hours before the event, especially for virtual events.