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? ___________________

☐ Laptop  ☐ Speakers (*Not only for microphones, but laptop audio too.)
☐ LCD Projector  ☐ Screen
☐ Lectern  ☐ Flip Charts
☐ Microphone  ☐ Easels
   Podium Mic ___  ☐ Markers
   Handheld ___  ☐ Sign-In Table
   Standing Mic ___  ☐ 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**

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