



Checklist for Events



National Vegetable
Extension Network
VICTORIA - GIPPSLAND

A useful tool for planning and delivering capacity building activities through events, is a checklist. Event management is a discrete skill set not unlike project management and is taught in pre-accredited to Diploma level courses throughout Australia. Many businesses offer cradle-to-grave event management services at costs ranging from several thousand to hundreds of thousands of dollars per event.

The benefits of staging events include:

- An event can offer the flexibility of focussing on one topic or several
- Networking before, during and after the prescribed part of the event can help to embed the learnings and ground-truth them with peers
- Seeking sponsorship for the event or part thereof may reduce the associated costs

A checklist is best utilised as a list of possibilities rather than a step-by-step plan, although the latter may be appropriate in some circumstances. The following template is segmented into tasks that are:

- Pre-event tasks
- On the day activities, and
- Post-event tasks

PRE-EVENT

WHAT	DETAIL	COMPLETED
Purpose	In one sentence or three dots points outline the purpose or purposes of the event	
	Ensure that other stakeholders are mindful of the purpose/s and agree to them	
Local Government	Inform, gain approval (if required), and check dates for conflicts/issues	

WHAT	DETAIL	COMPLETED
Tourism Authority	Check date & venue for conflicts/issues	
Budget	Prepare an event budget	
	Consider the need for additional funds and possible sources like grants, sponsorship, donations, entrance fees	
	Monitor spending	
Location/Venue	Select & secure mindful of site requirements like biosecurity, licensed premises, inclement weather	
	Consider promoting the venue for a reduction in cost or additional services	
	Arrange parking, and draft a map if there are more than thirty attendees	
	Consider audio-visual equipment required, source and check functionality and operation	
Transportation	Ensure key participants can make their way to the event on time	
	Check the requirements of presenters/speakers	
Agenda	Revisit the purpose of the event and define goal/s	
	Translate goals into key messages	
	Develop event timeline	
	Book entertainment/MC (if required)	
	Collect written confirmation of entertainment/MC	
	Pay deposits	
	Consider name tags, table tents	
	Prepare attendance record	
Sponsorship	Create sponsorship proposal or prospectus	
	Identify possible sponsors	

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WHAT	DETAIL	COMPLETED
	Secure sponsors logos & permissions	
	Deliver sponsorship proposals & follow up within one week	
	Ensure sponsors are acknowledged	
	Secure sponsor testimonial/s	
Promotion	Develop communication plan	
	Design materials	
	Consider social media as part of communication plan	
	Distribute flyers/posters/email/brochures	
	Submit event for local & cohort calendars & websites including Hort Innovation	
	Prepare media release	
	Invite media to be present at the event and facilitate interviews, etc	
Registration & Invitations	Consider online event registration facility	
	Outline what's included in registration especially if there's a fee	
	Consider a reminder function in addition to the initial invitation	
	Consider past participants (if any) as key stakeholders	
Permits & Licences	Apply for food permits (if required)	
	Request approval for temporary signage (if required)	
	Road closures – send applications early	
Contractors	Order equipment, eg stage, lighting, PA system, screens	
	Book portable toilets, marquee, generators	
	Book and confirm all contractors in writing	
Insurance	Consider public liability, staff, volunteers	
Risk Management	Book first aiders or ensure trained staff are present	
	Conduct risk assessment involving all stakeholders	

WHAT	DETAIL	COMPLETED
	Create risk management plan	
	Conduct toolbox meeting if held on farm	
	Check biosecurity regime and take measures to comply	
	Obtain relevant insurance and send copies as required	
	Develop contingency plans, weather, low attendance	
	Prepare Incident Response Plan including evacuation procedures	
Security	Book security and two-way radios (if required)	
	Assess crowd control	
	Cash management arrangements	
Essential Services	Notify police, ambulance and fire brigade	
Waste	Develop waste management plan	
	Consider all recycling options including gifting surplus edible produce	
Traffic Management	Design traffic management plan	
	Consider people with disabilities/VIPs/pedestrians	
	Provide lighting, entry/exit points, marshals, car pools	
Food Vendors	Book food vendors and confirm in writing (if required)	
	Request details of electricity/water requirements	
	Design electrical and ancillary plan	
	Request copies of food compliance certificates	
	Consider allergies and intolerances	
Site Preparation	Design plan of venue/event site	
Cleaning & Maintenance	Book additional toilets (if required)	
	Purchase extra paper & schedule extra toilet cleanliness checks	
	Clean up venue/ mow lawns/clear debris	

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PRE EVENT

WHAT	DETAIL	COMPLETED
Other	Organise staff or support	
	Consider thank you gifts for presenters, speakers	
	Prepare run sheets and scripts for ceremonies	
	Check stationery requirements	
	Organise trophies/prizes/awards	
	Consider fundraising via a raffle or auction	
	Consider decor/seating arrangements	
	Where is the 'smoking area' for smokers?	
	Devise an event feedback mechanism	
	Consider including exhibitors	
	Consider legacy resources like recordings and presentations hosted online	

ON THE DAY

Staff	Gather staff for full briefing	
	Ensure staff understand evacuation procedure & muster point	
Registrations	Organise registration area & entertainers' or VIP area	
	Circulate contact list of mobile phone numbers	
	Review chain of command for emergencies	
Organisers	Be visible/greet participants	
	Gather feedback formally (on forms) and informally	
	Take photographs and video	
	Devise a mechanism for gaining permission to use imagery	
	Fix small issues as they arise	
	Do a Safety Walk to identify and remedy issues	

AFTER THE EVENT

WHAT	DETAIL	COMPLETED
Waste	Remove rubbish, recycle as appropriate	
	Remove equipment & assess condition	
Acknowledgments	Thank you letters to staff/volunteers/presenters	
	Thank you letters to sponsors	
Evaluation	Conduct evaluation/debrief with stakeholders/staff/contractors	
Budget	Pay accounts, acquit funding and close out	



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