



The WICT
Network
 Empowering Women
 in Media, Entertainment and Technology

Event Planning Checklist

The WICT Network mission is to create bold, self-empowered leaders through advocacy and leadership training. Events are vital to the overall success of The WICT Network chapters. This event planning checklist was created to assist chapter leaders and volunteers, and to ease the pressure of preparing for a successful event.

Please note this is a suggested timeline and checklist. All actions items may not apply to your specific event. We encourage you to brainstorm in the beginning of your planning phase to customize this list to meet all of your objectives.

6 to 12 Months Ahead

Logistics

- Establish preliminary concept and event theme
- Visit potential sites; develop alternative site (if event is outdoors)
- Check proposed date for potential conflicts, finalize date in writing
- Appoint a logistics coordinator/select committees/chairpersons and form any subcommittees that might be needed
- Identify areas of need for outside suppliers such as audio visual and floral
- Get written contracts for site, entertainment, etc.
- Ensure all contracts are countersigned by both parties
- Investigate need for special permits, licenses, insurance, etc.

Budgeting

- Know your event budget and exactly how much you will be charged. Understand the price structure, i.e., room rental or food and beverage minimum. Calculation should include tax and service charges. This is typically 30 percent. Remember that food costs are negotiable. If you have a specific budget, the caterer can come up with a menu to fit that budget.
- If this is a free event, always factor in attrition. Budget with this in mind
- Get bids for entertainment; decorations; design/printing – **remember that everything is negotiable!**

Marketing

- Decide on a registration fee structure and set up a registration process that includes terms of cancellation
- Create sponsorship amounts/levels
- Compile mailing list
- Pick graphic artist and begin invitation design; Create logo for event

- Set marketing/public relations schedule; develop press release and calendar listings
- Select photographer; arrange for photos of VIPs, chair, honorees
- Update chapter website with event details – make key details easy to find; when, where, time, date, cost etc.
- Send Save the Date email

VIPs/speakers

- Research/approach honorees, if appropriate
- Invite/confirm VIPs
- Get biographical information on VIPs, honorees, chair

3 to 6 Months Ahead

Logistics

- Begin monthly committee meetings
- Select/order awards/speaker gifts
- Secure any needed permits and insurance
- Sign contract with entertainment or AV vendors
- Obtain and order any audiovisual needs for speakers and presenters. Order any special linens or floral arrangements; napkins with logo etc.
- Get written confirmation of celebrity participation/special needs

Marketing

- Request logos from corporate sponsors for recognition on website, invitations and all marketing collateral
- Layout for invitations, signage, program book (if needed)
- Prepare final copy for invitations and signage
- Complete mailing lists for invitations
- Order signage
- Finalize mailing lists; begin soliciting sponsorships
- Allow three (3) business days for The WICT Network Global to review of all marketing collateral
- Confirm how registrations will be captured
- Begin marketing efforts

2 Months Ahead

Logistics

- Develop and review Run of Show
- Organization walk through music

Marketing

- Sign contract with photographer
- Continue marketing efforts
- Release press announcements about VIPs, honorees, if needed
- Follow up to confirm sponsorships

1 Month Ahead

Logistics

- Monitor budget expenditure and expected revenue
- Review needs for signs at registration, directional, etc.
- Finalize transportation/hotel accommodations for staff, VIPs, honorees
- Hold walk-through of event with responsible committees, chairpersons and responsible site staff
- Obtain contracts for decorations and rental items
- Confirm registration staff
- Give estimate of guests expected to caterer/food service (usually due 72 hours before event) – check contract!
- Confirm hotel accommodations
- Set menu with caterer for food and beverages
- Finalize audio/visual contract
- Confirm special security needed for VIPs, event
- Prepare welcome packet for VIPs, chairmen, and key staff
- Schedule deliveries of special equipment, rentals
- Confirm setup and tear down times with event site
- Arrange for coat check if needed
- Create check list of all onsite materials
- Confirm volunteers and send logistic information in advance

Marketing

- Review script
- Create any PowerPoints for sponsor recognition or other highlights

1 Week Ahead

Logistics

- Meet with all committees for last-minute details
- Confirm number attending
- Finish seating/table arrangements (if needed)
- Hold training session with volunteers; finalize assignments
- Secure two or three volunteers to assist with emergencies
- Distribute seating chart, assignments to hosts/hostesses
- Schedule pickup or delivery of any rented or loaned equipment
- Double-check arrival time and delivery times with vendors
- Reconfirm event site, hotel, transportation
- Deliver final scripts/ timelines to all program participants
- Finalize catering guarantee
- Final walk-through with all personnel
- Schedule rehearsals
- Schedule production run through with AV team, if necessary
- Schedule volunteer assignments for day of event
- Establish amount of petty cash needed for tips and emergencies
- Update onsite materials checklist

Day Before Event

- Recheck all equipment and supplies to be brought to the event
- Print all name badges
- Have petty cash for gratuities and vendor checks prepared
- Have all scripts, PowerPoints and other electronic documents on a portable/thumb drive
- Arrange Pre-con meeting with the venue to go over final details and expectations

Event Day

- Arrive early
- Unpack equipment, supplies and make sure nothing is missing using checklist
- Be sure all VIPs are in place and have scripts
- Reconfirm refreshments/meal schedule for volunteers
- Go over all the final details with caterer and setup staff
- Check with volunteers to make sure all tasks are covered
- Set-up registration area
- Set-up all signage; make sure branding is very visible
- Check sound/light equipment and staging before rehearsal
- Hold final rehearsal

Flow of the event

- Be sure to keep tight control of the flow of the event
- Keep the audience engaged from the beginning with walk-in music and slideshow video, if possible
- Limit dead time between meal service and first speaker; Presentations should start no more than 20 minutes after meal service begins

Post Event

- Pack and inventory all materials
- Do financial reconciliation
- Prepare list for thank-you letters; prepare and mail letters
- Obtain evaluations from staff and volunteers

If you have any additional questions, please contact chapters@wict.org.

The WICT Network Member Information Privacy Guidelines

To safeguard the privacy of our members, non-members and event attendees, all chapters must comply with the following guidelines for The WICT Network chapter communications.

- Contact information, including email addresses, phone numbers, mailing addresses, etc., for The WICT Network members and non-members received from The WICT Network HQ is to be used solely for the purpose of The WICT Network business communications.
- The WICT Network member rosters received from The WICT Network HQ are proprietary information and are not to be shared with anyone outside of the chapter board, including partner organizations, industry trade publications, sponsors, advertisers or any other third parties.
- Proper safeguards must always be used with regard to member data. Do not leave spreadsheets, attendance lists, name badges or sign-in sheets behind at a venue. These items should always be collected and shredded or otherwise destroyed. Do not email contact lists and spreadsheets to people who are not on the chapter board or to anyone unknown to you. Emailed documents that contain member data should be locked with a password for extra security.
- When The WICT Network chapters are producing an event with another company, organization, individual consultant, speaker, etc., all communications to members of The WICT Network about the program must be sent by a chapter leader. Under no circumstances can members' information be shared with a partner or third-party vendor.
- Membership chairs must work closely with the chapter leader(s) responsible for member communications to ensure an internal process is in place to have the most current and accurate information from The WICT Network HQ. Chapters can request a current roster at membership@wict.org.
- Chapter leaders and/or volunteers may not use the member roster for their own business-to-business purposes or for personal requests, jokes or any other non-The WICT Network related communication.
- All chapter email communications should include an opt-out message. An example of an opt-out message to use: *This email was sent by The WICT Network: [chapter name], email address/street address. We respect your right to privacy; any opt-out requests should be sent to [chapter email address] or click here to unsubscribe.*
- If you are not using an email service and you are sending member announcements from your own email account, please ensure member email addresses are hidden using the "bcc" field.

This will also safeguard against unnecessary “reply all” responses.

- If you plan to take photos or video during events, we advise chapters to use a disclaimer like this: *We want to notify you in advance that by attending, you understand and agree that your voice, image and person may be used in accordance with the program or promotion.*

If have questions, we are here to support you. Please email membership@wict.org with any concerns.