

Karen Sorbo Productions

SHOW & EVENT CHECKLIST

- Who is your audience?
- How many guests?
If you haven't...Elect Chairperson, committee & volunteers
- Set a Budget
Be honest about what you can spend right from the start.
- Plan the agenda and job descriptions
- Incorporate Leadership Committees and Sponsors

Successful Events - *it's more than just themes and decorations, it's your image.*

- Theme Concept and Design Elements
- Stationary / Envelopes
- Save the Date / Invitations /Thank You
- Script
- Show Flow
- Stage Design
- Signage
- **Sponsor Recognition !**
- Exhibition Space
- Team Building
- Will you need exhibition space?
- A stage?
- Runway?
- Props?
- Will you need Audio-Visual Equipment?
- What kind of sound system and lighting capabilities will you need?
- What kind of ambience and decor?
- Sponsorships
- Venue Selection
- Paper or Collateral Materials
- Catering
- Décor & Linens
- Auction Items
- Accommodations or Transportation
- Marketing and Public Relations
- Production and Creative Services
- Video Production
- Signage

1. Select the appropriate venue for the event

The event planned should fit your cause. Be creative.

Consider an event or venue that would interest your particular constituency group. You will also need to plan up front what your overall goal is. Are you going to raise money, raise awareness, or both? Annual galas are an important component of most fundraising programs but perhaps your event is not a fundraiser. Maybe you're celebrating a corporate milestone or launching a product. Maybe you just want to have an experience that will educate and captivate your employees. All are important and will require specific planning and strategies to capture the attention of a very sophisticated audience.

2. Prepare monetary goals and budgets

Early on, prepare your budget strategy and focus on event pricing. You will need to decide what your financial goals are and begin to calculate your potential revenue sources. Price admission to the event appropriately, depending upon your constituency. You know your organization best. Set your sights high but not so high that those you want to participate can't. Consider who will be your event underwriters and sponsors. They will bring in the greatest revenue. Right up front, estimate your attendance and calculate your minimum attendance.

3. Volunteer leadership

Especially if you are planning an annual gala event, you will need to determine an individual or individuals to honor at your event. A good choice of an honoree is someone who has a relationship with your organization, cares about you and not only has the ability to make a significant contribution to your cause but also has the ability to invite others to celebrate the evening with you.

A good honoree opens doors to new potential support. You will also need chairpersons for your event. Again, a high profile business -person, or a celebrity may make good choices. Consider their ability to draw people to the event. Committee members will work to ensure your success. You want a good working committee. Outline their responsibilities. Giving them too much responsibility may scare them off. Too little, and they will not feel valued. Work with them to determine their level of involvement.

4. Establish your event calendar

Start early. You should allow at least six months (more would be even better) to successfully plan and execute a major event. Start planning month by month. As you get closer to the event, plan week by week. Create an event checklist and keep an accurate timeline of when things need to be accomplished. Stick to your calendar as best you can.

5. Build your list of contacts

Consider ways to reach into the community for additional support. It may be through your honorees and committee. Ask them for lists of their contacts to invite to your event. You may want to advertise. Consider the audience you want to reach and place ads very carefully.

6. Getting your message across

The success of your event lies in your ability to project your message. Employee accomplishments or sponsorships are the major gifts of special events. Treat them that way. Remember that you must reward employees and sponsors; consider how you think they would like to be rewarded and what is important to them, then make those opportunities available to them in return for their gifts and accomplishments.

7. Media relations

If you want press for your event, plan for it. Choose the publications you would like to appear in. Can you get an article in before the event or after? Don't leave it to the very last minute. This is a mistake easily made and an opportunity lost. Write your press release and make contact early. And always speak to a real-person, don't just rely on mail or e-mail to get the job done. Also, if you invite reporters and photographers, be prepared to feed them, treat them well, and give them access to your honorees.

8. Special event administration

This covers a lot. All of the details are here and they are very important. Consider your message, how it's projected & remembered, location, food, service and how the room flows. What image do you want to portray? This is where you can get creative. Have fun but remember your budget and your goals. Consider every detail such as creative content, music, photography, flowers, set design and room layout. This is your show. Show off. It really matters.

9. Printed program

You will also need an event program distributed at your event. Here is another opportunity to get your message out there. Consider what you want your audience to know about you, and remember to include information about your honorees/keynotes and why you have chosen them. Do you want to have a dinner journal where you can advertise accomplishments or products? It's a lot of work but can be financially rewarding! If you plan this, you must do it early enough to give people an opportunity to get accolades &/or ads in since they will almost always squeak their artwork in just around or most often, after your deadline.

10. Event program

This is another real opportunity to shine. You will need to plan the actual program of the evening. Undoubtedly, there will be some speeches. Who will speak and when? What will they say? Plan your message before writing your speeches. Most importantly, keep them short. You want to communicate your message to your audience powerfully and effectively but you don't want to lose their interest with a very long program. If you are not writing the speech for someone who is speaking, make sure you give that person a time limit to speak. A video can be a very effective tool at an event, but it too should be relatively short. You may want to include entertainment at the end of your program. Give it some thought.

11. Event Day

Remember the success is in the details. Make your last minute checklist and use it. Make sure you see all those you need to at the event and don't forget to try and have some fun.

12. After The Event

Is your work done? *No, it hasn't even started!*

Here's your opportunity to leverage your success. Have you made new contacts? Don't lose them. Think of creative ways to keep your contacts and sponsors involved. Add new contacts to your mailing lists, immediately. Send them some photo memento thank you gift from the event. Have a post party and invite everyone (sponsors, volunteers and staff) that made the event such a success. It really helps to budget your event with the costs involved with thanking people in advance. ***Make sure you thank everyone*** who participated.

Set a meeting date to evaluate your event.

What worked, what did not?

calculate your net and gross income.

When all these tasks have been completed, you'll have just enough time to set up for your next event.

Karen Sorbo Productions is a Turn Key Show & Event Production Company with a large consortium of industry professionals serving all areas of benefits, event production and event management.

- Professional Auctioneer
- Creative Solutions & Services
- Show & Event Production
- Pre & Post Show Marketing Support
- Interactive Media
- Corporate Theatre
- DVD & Video Production
- Stage Design
- Event Planning & Management
- AV Equipment Coordination, Management & Technical Production

Karen Sorbo Productions
Show and Event 101 Checklist

Event _____

Objective/Purpose _____

Theme _____

Timing of Event

Date(s): _____

Day(s) of Week: _____

Time(s): _____

of Attendees: _____

Overall Budget: _____

Individual(s) with overall responsibility of the Event Planning & Management:

Primary: _____ Secondary: _____

Notes: _____

Venue Location

Address:

Inquiry Date:

Contact: _____

Phone: _____ Fax _____

Email: _____ Website: _____

Inquiry Notes: _____

Mode of Registration _____

Vendor Used:

Contact:

Phone:

Fax:

Website:

Email:

Number of Room(s) needed: _____

Room Descriptions / Costs

_____ Requested contract

_____ Received contract

Technical & Presentation Needs:

_____ Auctioneer _____ Event Manager _____ Show Producer
_____ Technical Producer _____ Stage Manager _____ Creative Services
_____ Video Production _____ Show Flow _____ Other

Vendor Used: Contact:
Phone: Fax:
Website: Email:

Vendor Used: Contact:
Phone: Fax:
Website: Email:

Vendor Used: Contact:
Phone: Fax:
Website: Email:

Set Venue Site Survey with Production Manager

Date _____ Time _____ Confirmed: _____

Vendor Used: Contact:
Phone: Fax:
Website: Email:

_____ Requested room diagram &/or suggested layouts – schedule site survey

_____ Proposed Cost of Venue: _____

Master Of Ceremonies:
Name: Contact:
Phone: Fax:
Website:

Stage Design & / or Props

Vendor Used: _____ Contact: _____
Phone: _____ Fax: _____
Website: _____ Email: _____

Staging/Draping Needs: (Based on room diagram & seating options from venue site survey)

Vendor Used: _____ Contact: _____
Phone: _____ Fax: _____
Website: _____ Email: _____

Audio Visual Equipment Needs?

Do you want this event filmed? ___ Yes ___ No • **Event Archived?** ___ Yes ___ No

___ Screen(s) ___ Projector(s) ___ Overhead Projector(s)
___ Computer(s) ___ Podium(s) ___ Microphone(s)
___ Monitors ___ Lighting ___ Audio
___ Camera –Digital &/ or Video ___ Camera Operator
___ Clear Com ___ On Site Photographer

Employee or Sponsorship Recognition Opportunities

Recognition marketing vehicles:

___ Save the Date/Invitations ___ Event Program ___ Signage
___ Print Advertising ___ Video Presentation ___ Stage Design
___ Exhibit /Sample ___ Awards ___ Gift Bags
___ Silent Auction ___ Live Auction ___ Thank You
___ Sponsor Video Logo Roll ___ Other

Entertainment

Rider, AV, travel, if applicable

Vendor Used:	Contact:
Phone:	Fax:
Website:	Email:

Invitations – See Email and Website

Individual responsible _____

Vendor Used:	Contact:
Phone:	Fax:
Website:	Email:

_____ Quantity
Envelopes, reply cards, mail list, postage, mail house, printer

Vendor Used:	Contact:
Phone:	Fax:
Website:	Email:

Vendor Used:	Contact:
Phone:	Fax:
Website:	Email:

_____ Email – Mail List, Response mechanism,

Vendor Used:	Contact:
Phone:	Fax:
Website:	Email:

Website & Database Management

Vendor Used:	Contact:
Phone:	Fax:
Website:	Email:

Vendor Used:	Contact:
Phone:	Fax:
Website:	Email:

