

The Ultimate Guide: 10 Requirements Every Planner Must Know to Ensure Event Success!

EVENT PLANNING CHECKLIST

TURN2US
FIGHTING UK POVERTY

Use this basic checklist to assist you in planning a successful event. Remember, we may not have all of the specifics that your event requires on this sheet, so brainstorm prior to starting your planning to make sure everything gets covered!

Name of event: _____

Date: _____

Time: _____

Location: _____

Event Purpose: _____

BRAINSTORMING
Will the event work? Yes / No
Minimum no. of people required
Do we have resources to make it happen?

BUDGETING
See sample budgeting sheet (attached)

VENUE
Officer in charge: _____
 Draft list of suitable venues
 Contact venues for quotes and availability
 Tentatively book a couple of dates
 Set up dates to visit potential venues
 Confirm venue

SCHEDULING
 Source electronic and audio equipment
 Source caterers
 Confirm performers/key speakers
 Schedule travel arrangements for guest speakers
 Arrange accommodation for Key speakers

PERMITS/INSURANCE
 Food Permit completed
 Alcohol Permit Completed
 Outdoor Space Permissions sought
 Insurance checked and issues addressed
 Confirmed by Turn2us

FUNDRAISING
Officer in charge: _____
 List of suitable companies drawn up
 Companies approved by Turn2us
 Approved companies approached
 Donation levels confirmed

ADVERTISING
Officer in charge: _____
 Turn2us contacted
 Communications plan completed
 Posters & flyers ordered
 Posters & flyers distributed

SHOPPING
Officer in charge: _____
 Supplies needed for event
 Decoration
 Cash box
 Collection tins
 Performer/guest speaker requests
 Other

WEEK PRIOR
Officer in charge: _____
 Confirm venue/equipment/catering etc.
 Confirm guest speaker travel arrangements
 Assign shifts/task for volunteers (set up/event/take down)
 Check all printed materials
 Circulate attendance list to key parties

DAY OF EVENT
Officer in charge: _____
 Ensure guest speaker has transport to site
 Check venue set up
 Print attendance list
 Check all electronics

AFTER EVENT
Officer in charge: _____
 Send thank you notes to speakers etc.
 Do a post evaluation (see attached example)
 Send finance and Gift Aid forms to Turn2us

Event planning is an exciting and demanding field. Whether you are organizing a corporate conference, a nonprofit fundraising gala, or a wedding, success lies in paying attention to every detail. To help you excel in your role, we have compiled a list of 10 crucial requirements that every planner must know. These skills and

knowledge will guarantee that your events are memorable and flawlessly executed.

1. Understanding the Objectives

One of the first and most important steps is to comprehend the event objectives. What are the outcomes the client or organization wants to achieve? By understanding the purpose, you can tailor your planning accordingly and create an experience that aligns with the desired goals.



Step Guide To Host An Esports Venue: Requirements Every Planner Must Know

by Hans-Jürgen Döpp (Kindle Edition)

★★★★★ 5 out of 5

Language	: English
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Enhanced typesetting	: Enabled
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2. Establishing a Budget

It's essential to set a realistic budget early in the planning process. Knowing how much you can allocate for various elements, such as venue, catering, entertainment, and marketing, will allow you to make informed decisions and prevent overspending.

3. Securing the Perfect Venue

The location of your event sets the tone for the entire experience. Research and visit multiple venues to find the one that matches your client's vision, attendee capacity, and logistical requirements. Consider factors like accessibility, parking, and on-site amenities when making your decision.

4. Building a Strong Vendor Network

Having a reliable and diverse network of vendors is crucial. From caterers to audio-visual specialists, photographers to decorators, each vendor must be selected based on their track record, quality of work, and ability to meet deadlines.

5. Creating a Comprehensive Timeline

Time management is key in the world of event planning. Develop a detailed timeline that outlines all important milestones and deadlines. This will help you monitor progress and ensure everything stays on track.

6. Implementing Effective Marketing Strategies

A successful event relies on effective promotion and marketing. Utilize both traditional and digital marketing channels to reach your target audience. Leverage social media, email campaigns, and partnerships with influencers to generate buzz and increase attendance.

7. Creating Engaging Event Content

Engaging your attendees is essential for a memorable event. Develop captivating content such as interactive workshops, keynote speakers, or entertainment programs. Encourage audience participation to maximize engagement and satisfaction.

8. Ensuring Seamless On-Site Execution

Execution is where all your hard work comes together. Prepare detailed event schedules, establish clear communication channels, and conduct thorough rehearsals with your team and vendors. This will help minimize last-minute hiccups and deliver a seamless experience to your guests.

9. Providing Exceptional Customer Service

Outstanding customer service is paramount to the success of any event. Be attentive to your clients' needs, respond promptly to inquiries, and make their satisfaction your top priority. Encourage feedback to improve future events.

10. Evaluating and Learning from Each Event

After each event, take the time to evaluate its success. Analyze attendee feedback, internal processes, and overall outcomes. Identify areas for improvement and learn from your experiences to continuously enhance your planning abilities.

Being an exceptional event planner requires mastering a wide range of skills. By incorporating these 10 requirements into your planning process, you will be equipped to tackle any event with confidence. Remember, attention to detail, effective communication, and a passion for creating unforgettable experiences are the keys to becoming a successful event planner.

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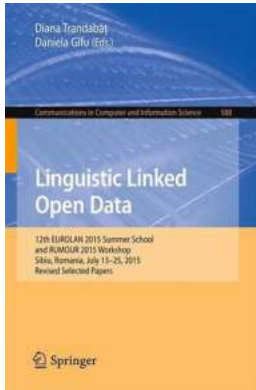
Esports tournaments are making a digital splash in the event industry, generating nearly \$1 billion in revenue globally with no signs of hitting pause. With large-scale event esports bookings already down for 2021, hosting an esports tournament is a great way to boost business and enter a cutting-edge niche.

This book gathers the best of his experience and recounts in abundance, the particular components that designing and managing an eSports venue entails. A guide for those who wish to become more familiar with eSport venues to invest in or work in one of the numerous available professions.



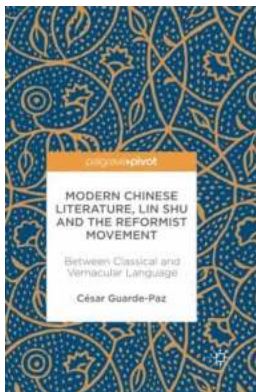
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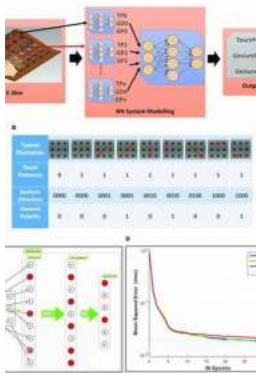
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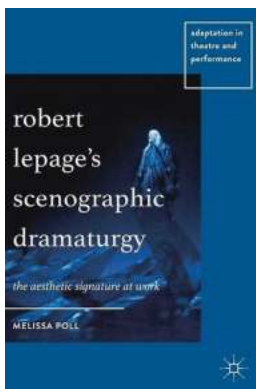
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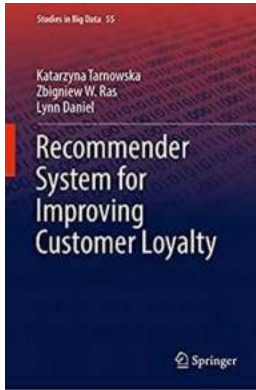
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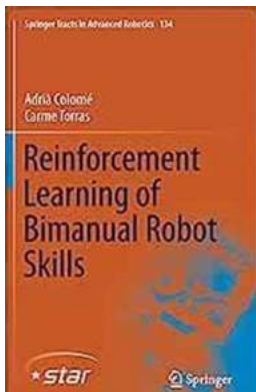
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