



Event Checklist

This timeline-based checklist will help guide you through the event planning process. Not every event will require every step; smaller or informal events may move more quickly. Use what is helpful and adapt as needed.

2-3 Months Before the Event

Purpose and Planning

- ☐ Determine the purpose and goals of the event, including desired outcomes
- ☐ Identify your audience—who you want to reach and engage
- ☐ Determine what information or feedback, if any, you want to collect
- ☐ Consider capacity and approximate number of expected guests
- ☐ Define what success looks like for this event—beyond attendance (e.g., awareness raised, discussion quality, input collected)

Set the Budget

Potential costs: Venue, permits/licenses/insurance, equipment, food and beverage, entertainment or speakers, decor and signage, supplies, promotion and marketing materials, and a contingency for unexpected costs.

- ☐ Determine the total event budget
- ☐ Create a budget spreadsheet to track expenses

TIP: Track spending throughout the event planning process, not just at the end, using the [Budget Tracker](#) template.

Select Date, Time, and Venue

- ☐ Identify preferred dates and a time range—consider when and where you will best reach your intended audience
 - Be mindful of cultural and religious holidays
 - Avoid conflicts with other City or ND events
 - Consider surveying community members to identify preferred times
- ☐ Identify and contact potential venues; keep track of outreach and responses
 - Consider which venues align with the event's goals
- ☐ Decide whether event will be indoors or outdoors; identify a weather contingency plan if outdoors



City Support Available: Contact the City's Communications and Engagement Department for the current list of pre-approved venues and vendors.

1 Month Before the Event

Confirm Logistics

- ☐ Finalize event date, venue, start and end time, and indoor/outdoor plan
- ☐ Confirm point of contact for venue or site
- ☐ Identify required approvals, permits, and insurance (if applicable)
- ☐ Secure vendors (if applicable)
- ☐ Confirm equipment needs (e.g., tables and chairs, tents, power, or electricity)

Volunteer Capacity and Roles

- ☐ Assign roles among board members for the following areas
 - ☐ Logistics (venue, equipment, setup, and breakdown)
 - ☐ Promotion (materials, social media, flyers, reminders)
 - ☐ Day-of coordination (welcoming attendees, facilitating activities, managing technology)
 - ☐ Follow-up (recap, closing the feedback loop with attendees)
- ☐ Send a call for additional volunteers to your email list
- ☐ Created a shared roles document so everyone knows their responsibilities

Accessibility Planning

- ☐ Confirm ADA access, seating, and restrooms at venue
- ☐ Determine language and translation needs—will you need interpreters on site or translated materials?

Promotion Strategy

- ☐ Finalize event details: who, what, when, where, and accessibility information
- ☐ Identify promotion channels based on your audience—use a mix of digital and print

Possible channels: website, e-newsletter, social media (organic or paid), flyers/posters, mailed postcard)

- ☐ Begin drafting promotional materials



- ☐ Set up RSVP or attendance-tracking system (if applicable)

TIP: Use a board meeting to align on promotion strategy and divide tasks early.

2-3 Weeks Before the Event

- ☐ Share primary promotional materials across your chosen channels
 - ☐ Post on Facebook announcing the event; create an “Event” listing to collect RSVPs
 - ☐ Distribute flyers at high-traffic locations (libraries, coffee shops, community centers, churches, laundromats)
 - ☐ Ask partner organizations to share the event with their networks
 - ☐ Distribute translated materials (if applicable)
- ☐ Finalize RSVP or attendance-tracking method
- ☐ Confirm vendors, deliveries, and equipment
- ☐ Purchase and assemble supplies

1 Week Before the Event

- ☐ Share reminder promotions across your channels
 - ☐ Send an email reminder to your mailing list, including date, time, location, what to expect, and logistics like parking and accessibility
 - ☐ Reshare your Facebook event post with a reminder to RSVP
 - ☐ Post a “what to expect” graphic on Instagram
 - ☐ Share a reminder on Nextdoor with key details
- ☐ Confirm contact information for all key partners and vendors
- ☐ Finalize and share roles and responsibilities with all staff and volunteers
- ☐ Prepared sign-in method and email collection process (with attendee consent)

2-5 Days Before the Event

- ☐ Send a “what to expect” message to your internal team including arrival times, parking, and agenda highlights
- ☐ Double check materials, supplies, and technology



Day Of

- ☐ Arrive early for setup
- ☐ Setup equipment and signage
- ☐ Test sound or technology
- ☐ Manage sign-ins and welcome attendees
 - ☐ Collect emails from attendees with an opt-in option to join the mailing list
- ☐ Document the event with notes and photos (where appropriate)
- ☐ Coordinate volunteers and troubleshoot as needed

After the Event

Administrative

- ☐ Close out vendors payments and receipts for City reimbursement
- ☐ Add new email sign-ups to mailing list

Share and Follow-up

- ☐ Share a recap or photos on social media (where appropriate)
- ☐ Send thank you messages to attendees, partners, and volunteers
- ☐ Send a post-event survey to attendees: What worked well? What could be improved? Would you attend again?
 - ☐ If input was collected, share how it was used and forwarded to the City

Evaluate & Reflect

- ☐ Debrief with your team: What did we learn? What went well? What would we do differently?
- ☐ Create a lessons-learned document to inform future planning