

# *Event Strategy Solutions*

*by*  
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## **Event Planning Checklist**

### **Site Selection**

- Research Venues
- Get proposals
  - Size of room
- Negotiate contract
  - Room rates
  - Meeting room fees/ set up fees
  - Any AV included
  - Concessions
- Sign contract

### **Vendor Selection**

- Technology (audiovisual, lighting, livestreaming)
  - Determine needs
    - Projector
    - Screen
    - Mics
    - Slide Advancer
    - Camcorder
  - Get Proposals
  - Select Vendor
- Décor
  - Signage
  - Floral/Plants
- Staging
  - Pipe and Drape
  - Risers (maybe supplied by venue)
- Photography/Videography
- Entertainment
  - Music
- Speakers
  - Topics
  - Bios
  - Marketing Blurbs

## Venue Management

- ❑ Monitor and adjust room block
  - What are the cut off dates?
  - How are we filling up block?
- ❑ Meeting and registration area room set up
  - Tables, chairs, waste baskets
  - AV table
  - Back of room set up
  - Water station
  - Refresh times
  - Approve event orders
- ❑ Menu Selection for food and beverage events
  - Welcome reception?
  - VIP lunch
  - Morning and afternoon breaks

## Pulling it all together

- ❑ On-site Event Management
  - Assign tasks to all staff and volunteers
  - Registration
  - Back of Room Sales
  - Time Management
  - F&B, refresh
  - Hand outs
- ❑ Vendor Management
  - Confirm all orders, delivery dates & times
- ❑ Event Set Up and Tear Down
  - Schedule times and coordinate
- ❑ Speaker Management
  - Speaker arrival times
  - Green Room
  - Amenities
  - Hand outs/order forms
- ❑ Backchannel Monitoring (Twitter, Social Media)
  - Twitter Hashtag
  - Posting pictures and background tips/videos
  - Answering questions

## Marketing

Marketing is the most important part of your event. Without attendees, nothing else matters. So before you start on the rest of your planning checklist, be sure to watch the replay of my popular webinar, "***The 5 Essential Keys to Filling Your Workshops and Seminars***" or download the mp3 at <http://eventsandprofits.com/maryann>.

- Determine benefits of your event
  - Who is your ideal audience?
  - What is the biggest problem they face?
  - What is the solution your event brings them?
  - How will your event improve their life or their business?
- Create registration page
  - Write copy
  - Make easy to read for both scanners and people who want more detail
- Add event filling strategies
- Promote registration page
  - Social Media
  - Videos
  - Webinars/Teleseminars
  - Partners/Affiliates
  - Advertising
  - Publicity

## About Daphne Bousquet

Daphne Bousquet, CMP works with speakers, coaches, and service professionals, who want to **increase their client base, boost their visibility** and add as much as 6 figures to their bottom line with their own workshops and seminars. A 20-year event industry veteran, she is the creator of the *How To Get The Butts in the Seats Of Your Next Workshop or Seminar System* and the *Event C.A.S.H. System*. Today she turns all her event experiences into profitable strategies for entrepreneurs who want to grow their business with their own events.

