



# EVENT PLANNING CHECKLIST

When you Bring It To Brookings, Visit Brookings has your back!  
Whether its your first-time planning an event or you're a  
seasoned pro, we have the resources to help make your event in  
Brookings unforgettable.

# BEFORE THE EVENT

Align all the pieces.

## PROJECT MANAGEMENT

- Set your budget, gather inspiration and establish goals for your event.
- Identify your team and assign responsibilities, roles, timelines and deadlines.
- Choose your date. Check with Visit Brookings for any conflicting holidays or community events, and make sure you've got plenty of time to plan.
- Apply for the Visit Brookings Event Grant if using. Applications are due 45 days before the event starts.
- Reach out to Visit Brookings for complimentary services including name tags and welcome bags for attendees.

## VENUE SELECTION

- Find your venue. Make a list of options based on your estimated attendance and room size and layout.
- Determine if the venue has all the technology and equipment you need.
- Confirm availability and pricing.

## LODGING

- Evaluate the number rooms needed and type of lodging to determine which accommodations would suit your guests.
- Contact Visit Brookings for assistance with room blocks, if needed.

## LICENSES & PERMITS

- Ensure you have all the required permits, licenses and insurances, especially if serving alcohol
- Identify potential risks and create a contingency plan.

## VENDORS & PARTNERS

- Confirm fees and availability of the speaker, service provider or entertainment.
- Organize transportation and lodging for speakers, if necessary.
- Gather biographies and photos for agendas.

## MENU PLANNING

- Discuss budget, meals, snacks and beverage options with meeting venue catering department.
- Determine deadline for final meal counts.
- If an outside caterer is necessary, ask Visit Brookings for options.
- Sign and keep a copy of event orders.

## MARKETING

- Identify your event objectives. Who will attend? Why will they attend?
- If relevant, review the previous year's event and look for insights to incorporate into this year's event.
- Create a marketing plan and include a timeline and who you plan to reach.
- Discuss signage with meeting venue to ensure attendees can easily navigate between meeting rooms, event spaces, registration and restrooms.
- Develop and print agendas with meeting rooms clearly identified.

# DAY OF THE EVENT

It's go time!

## FINAL CHECKS

- Review registration list again to ensure everything is ready to welcome attendees.
- Test WiFi connectivity and all AV equipment.
- If applicable, check all banners, signage and event-related items and make sure they are in the correct location.

## CATERING

- Run through details with the catering manager and confirm serving times and special dietary requirements.
- Have water available for speakers and staff.

# AFTER THE EVENT

Pop the confetti!

## PROJECT MANAGEMENT

- Gather feedback from stakeholders and team members.
- Thank all sponsors, presenters, suppliers and team members.
- Analyze, measure and report data.
- Reconcile invoices and contract agreements.
- Send survey to attendees to gather event feedback.
- Submit your project evaluation to Visit Brookings no more than 60 days after the event to finalize the Event Grant application process.