**Client Event Checklist**

Invites/Reminders:

* 1 month - Handwritten invites via snail mail with RSVP
* 2 weeks - simple email
* 2 days - simple email
* Day-of-event reminder - simple email

Event Prep Checklist:

* List of invitees
* Chef/menu selection
* Order flowers
* Food/wine selection
* Dishware – plates, cloth napkins, etc.
* Confirm staff (*prep, serving, cleanup*)

Post Event:

* Groundhog Day review (*what went well, what didn’t, how to improve, etc.*)
* Thank you note to host(s)
* Follow up with any prospects

**Industry Event Checklist**

Invites/Reminders:

* 1 month - Handwritten invites via snail mail with RSVP
* 2 weeks - simple emails, NOT NEWSLETTER STYLE
* 2 days - simple emails, NOT NEWSLETTER STYLE
* Day-of-event reminder - simple emails, NOT NEWSLETTER STYLE

Event Prep Checklist:

* List of invitees
* Event date and time
* Menu/nosh selection
* Drink tickets
* Confirm event details
  + Example: To be held in the bar, with a few reserved tall tables, appetizers/food will be ordered ahead of time, and each member will have two drink tickets.

Post Event:

* Groundhog Day review (*what went well, what didn’t, how to improve, etc.*)
* Thank you email to attendees
* Follow up with any prospects/referrals

**Public Events Checklist**

Invites/Reminders:

* 1 month email
* 1 week email
* Day-of-event email

Event Prep Checklist:

* Photographer
* Flowers
* Food/wine
* Social media photo area
* Media advisory: ideal for television and newspaper
* Add to local calendars, newspapers, and other event submissions

Optin – List Building:

* Example - Birthday Club
* Paper with below example to clearly have prospects enter name for drawing/optin/etc

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Post-event media press release: ideal for print media

* Send press release with key information
  + Include quote and indicate that professional photographs are available
  + Especially useful for ‘*Who’s Who*’ event sections of local publications