

Event Planning Checklist

Checklist Items	Yes	No	Not Required	Comments	Point Person
AS EARLY AS POSSIBLE					
Coordinate dates and secure speakers	☐	☐	☐		
Submit a space reservation request (Spaces for the main event, registration, reception, green room, alternative viewing locations, break-out sessions, etc., as needed)	☐	☐	☐		
Touch base with the Office of Special Events Office	☐	☐	☐		
Establish clear goals, audiences, and objectives – What does success look like for this event?	☐	☐	☐		
Request bio & photo of the speaker(s) and share with the Office of Communications	☐	☐	☐		
Design invitation <i>Tips for invite:</i> • Contact Creative Services, who can provide you with templates and Montgomery College-branded headers • Include speakers, topic, date, time, location, link to RSVP, hosts/sponsors • Include photos (if possible) • Consider including language: “RSVPs are required.” “Seating is limited and available on a first-come, first-served basis.” • Include information about dietary restrictions (if applicable) • Include info about social media (i.e., Twitter handle and hashtag), if applicable	☐	☐	☐		

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Develop an online RSVP page with <i>RSVPify</i> (contact the Office of Special Events for assistance) <i>Tips for RSVP page</i> • <i>Pertinent event information</i> • <i>Include First Name, Last Name, and E-Mail</i> • <i>Any details you want to highlight for your guests</i>	☐	☐	☐		
Determine the budget for the event and who is paying <i>*Be sure to consider additional costs for staffing and overtime</i>	☐	☐	☐		
Evaluate room capacity and discuss the target # for RSVPs.	☐	☐	☐		
6-8 WEEKS BEFORE EVENT					
Post-event info on the College website	☐	☐	☐		
Determine whether or not the press will be invited to your event. Work with Media Relations to develop a PR strategy and conduct media outreach (if applicable)	☐	☐	☐		
Distribute invitations Conduct a test of your invitation with multiple reviewers before sending it. Check all links, photos, and content.	☐ ☐	☐ ☐	☐ ☐		
Monitor RSVPs closely	☐	☐	☐		
Secure Montgomery College representative to handle introductions.	☐	☐	☐		
Submit catering and room set-up requests with METZ and the Office of Facilities	☐	☐	☐		
Submit a request for A/V support	☐	☐	☐		
Request photographer support through the Office of Communications	☐	☐	☐		

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Please a request for MCTV (if your event requires recording and live webcast) <i>Note: Per MC guidelines, all online materials must be ADA-compliant, including videos. Please ensure video captioning with your video source and test it before posting videos publicly.</i>	☐	☐	☐		
Assign a rehearsal session for anyone who has a speaking slot					
Send speakers a photo and video consent and release form Please contact the Office of Communications for the form	☐	☐	☐		
Work with the Office of Communications to design programs (if needed)	☐	☐	☐		
Order branding material, decorations, and flowers (if needed)					
Obtain gift(s) for speaker(s), if applicable	☐	☐	☐		
4 WEEKS BEFORE EVENT					
Send out invitation reminder #2	☐	☐	☐		
Coordinate a planning meeting with speakers and event contacts to discuss run-of-show, objectives, format, etc.	☐	☐	☐		
Work with the Office of Communication to promote your event on the digital signage at Montgomery College:	☐	☐	☐		
Montgomery College is committed to providing equal access to events for persons with disabilities. Contact the Office of Disability Support Services for assistance.	☐	☐	☐		
Contact the Print Production Coordinator to request signage (event details, directional, parking, etc.)	☐	☐	☐		

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Notify the Office of Public Safety to request reserve parking and if you have special security needs and/or your event features a high-profile speaker.	☐	☐	☐		
2 WEEKS BEFORE EVENT					
Send out invitation reminder #3	☐	☐	☐		
Evaluate RSVPs – do you need to cast a wider net or consider changing rooms?	☐	☐	☐		
Print programs (if needed)	☐	☐	☐		
Send event briefing to speakers	☐	☐	☐		
Prepare a program script for the event	☐	☐	☐		
Approve/adjust the catering menu (if applicable)	☐	☐	☐		
1 WEEK BEFORE EVENT					
Schedule a planning meeting to confirm all details against the Master Plan You should also ensure backup plans are developed for any situation (e.g., backup volunteers as VIP greeters, additional volunteers for registration or setup, etc.)	☐	☐	☐		
Finalize event script	☐	☐	☐		
Brief any/all hosts, greeters, and volunteers about their event duties and timelines	☐	☐	☐		
Finalize your seating plan, room setup, and AV needs	☐	☐	☐		
Ensure it includes ADA-accessible areas and has clear paths through the venue	☐	☐	☐		
Provide a final registration number to the caterer Do a final registration check, including name badges & registration list. Depending on when your registration closes, this may not be possible until a few days in advance	☐	☐	☐		
Determine photo op list and interview opportunities with any presenters and VIPs	☐	☐	☐		
Send out invitation reminder #4	☐	☐	☐		
Print and organize name tag (if needed)	☐	☐	☐		



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Send the Office of Alumni Relations a list of alumni who RSVP'd (if applicable)	☐	☐	☐		
Coordinate staffing for registration, ushering, mic passers for audience Q&A, set-up, VIP greeting, etc.	☐	☐	☐		
Touch base with the Office of Special Events, Communications, Facilities, and Metz to confirm event details (RSVP numbers, catering count, room set-up, photography, AV needs, etc.)	☐	☐	☐		
Print signs for the registration desk and VIP reserved seats (as needed)	☐	☐	☐		
Send a security list of external guests in hierarchy/alpha order to the Office of Public Safety	☐	☐	☐		

DAY OF EVENT					
Ensure all signage is in place both around the venue and any other areas in which it's needed	☐	☐	☐		
Ensure registration tables are prepared Stock with necessary items (such as blank name badges, paper, pens, tape, stapler, sharpie, scissors, etc.) Ensure there are enough outlets. If not, consider bringing power bars for attendees and your team	☐	☐	☐		
Ensure all MC swags, gifts, plaques, trophies, etc. are on-site	☐	☐	☐		
Ensure all A/V equipment is setup and working properly	☐	☐	☐		
Send out event reminders to guests who RSVP'd	☐	☐	☐		
Check that greeters and VIP escorts are in place	☐	☐	☐		
Be prepared to troubleshoot on-site	☐	☐	☐		
Check event space set-up at least one hour before start time. Please note the temperature and cleanliness of the room.	☐	☐	☐		
Bring speaker gift to event space (if applicable)	☐	☐	☐		



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Set out bottled water for speakers in the event space	☐	☐	☐		
Place reserved signs in front rows for VIP seats	☐	☐	☐		
Print copies of the RSVP list for the registration table	☐	☐	☐		
Get signatures from speakers on photo/video release if you did not get this in advance	☐	☐	☐		
Close the online registration page	☐	☐	☐		
POST-EVENT					
Debrief with your team to discuss event successes and areas for improvement	☐	☐	☐		
Write and send thank you notes to speakers and volunteers/staff	☐	☐	☐		
Share photos, video, and signed release forms with the Office of Communications	☐	☐	☐		
Save the final attendee list and share it with Development and the Alumni Relations team. Add final attendee #s, as compared to # of RSVPs to record the event KPIs.	☐	☐	☐		
Send out a post-event survey. Record responses for event metrics.	☐	☐	☐		