

EVENT SUCCESS CHECKLIST

Program Title:

Date of Program:

Pre-Event

- Reserve location for program/event
- Request Signed Contract and W9 from performer
- Request technical rider from performer
- Request marketing materials and handouts from performer
- Confirm travel and lodging arrangements with performer
- Map out set-up and give map to helpers
- Prepare all advertising and marketing (Develop Marketing Plan and checklist)
- Complete and process Purchase Order/Payment paperwork
- Reserve lodging for performer (if needed)
- Have someone double check all paperwork
- Order food and beverages for audience, event staff and performer (if needed)
- Reserve parking pass for performer (if needed)
- Send Map and Directions to performer
- Reserve required technology (projectors, sound, microphone, etc.) for event
- Have someone meet performer when they arrive (set a predetermined location)
- Call/Meet with event staff to refresh/inform them about program (how to dress, etc.)
- Reserve quiet space for performer (dressing room, food, etc.)
- Invite Local Media/press
- Invite Classes when material coincides with curriculum (Educational Institutions)
- Invite Departments, Staff, Members and Volunteers to attend (Professional Institutions)
- Pick up check/payment from Business Office
- Contact performer 1 week before event to discuss last second details

Event Day

- Put up signs directing people to program
- Have pre-event meeting/pep-rally with staff and volunteers
- Ask performer to attend 1 hour before event for sound check
- Provide quiet area or green room for performer to prepare before event

Post-Event

- Hold evaluation meeting after event. Date/Time _____
- Send thank you letters to performer and anyone who helped
- Set-up time to connect with performer to share feedback and evaluation comments
- Provide testimonial to performer when they provide an amazing experience