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 the provide an amazing experience

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