



**turnkey** ■ **events**

## Essentials Checklist

A practical starting point for planning your next branded event. This checklist covers essential tasks and a rough timeline to help you stay focused, confident, and on track.

### **PRINT + ON-SITE MATERIALS**

- Design and order signage, badges, menus, etc.
- Prepare on-site kits: check-in, giveaways, materials
- Coordinate day-of roles and responsibilities

### **STRATEGY**

#### **+ GOALS**

- Define event purpose (fundraiser, celebration, launch, etc.)
- Set fundraising or attendance goals
- Clarify audience and key stakeholders
- Establish event date and estimated budget

### **LOGISTICS**

#### **+ PLANNING**

- Book venue and confirm date
- Secure insurance, permits, and vendor quotes
- Outline key event components (dinner, speakers, games, etc.)

### **POST-EVENT WRAP-UP**

- Send thank-you emails and recap posts
- Track attendee numbers and fundraising totals
- Debrief with team and archive materials for next year

### **GUEST EXPERIENCE**

- Plan guest arrival and flow
- Confirm accessibility needs
- Build in emotional or surprise moments

### **BRANDING**

#### **+ DESIGN**

- Develop event name and theme
- Design core visuals (logo, style, colors)
- Create branded templates (email, social, signage)

### **OUTREACH**

#### **+ PROMOTION**

- Build registration/RSVP system or landing page
- Write and schedule email campaigns
- Create and post event teasers on social media
- Develop sponsor or donor outreach materials

### **ROUGH TIMELINE**

- 3–6 Months Out: Strategy, branding, venue, web setup
- 2 Months Out: Promotion, print planning, sponsor outreach
- 1 Month Out: Final confirmations, RSVP check, on-site prep
- Week of: Rehearsals, backups, calm confidence