

# Event & Conference Co. Checklist



Event Date: .....

Event Location: .....

No. of People: .....

Event Budget: .....

Other Comments: .....

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*Please tick boxes for required services:*

## EVENT PLANNING

- Venue sourcing
- Venue management - liaison with venue, including dietary requirements
- AV sourcing
- AV management including AV run sheets
- Entertainment sourcing
- Supplier management - including caterer, marquees, furniture, photographer
- MC sourcing
- Speaker sourcing
- Travel management
- MC management including MC run sheet
- Risk management
- Time management
- Approvals and applications - including council, liquor licensing etc.
- Stakeholder liaison

## EVENT ADMINISTRATION

- Registration management - including confirmation and liaison regarding special requirements
- Budgeting
- Creation of an event specific website
- Payment processing
- Financial management - including accounts payable/receivable
- Abstract submission management

## EVENT STYLING & THEMING

- Theming advice & options
- Centrepiece sourcing
- Linen sourcing
- Floristry sourcing
- Decorative elements sourcing
- AV - including use of multimedia

## MARKETING & ADVERTISING

- Marketing strategy
- Direct mail campaigns
- Promotion via database
- Advertising campaign
- PR campaign
- Social Media management
- Media invites and liaison
- Marketing plan
- Promotional merchandise

## GRAPHIC DESIGN

- Event invite
- Event flyer with registration
- Event booklet or programme
- Auction & raffle booklet
- Event ticket
- Marketing collateral
- Social Media imagery (i.e Facebook cover page, facebook ads)
- Advertisements - online and offline

## FUNDRAISING

- Strategic advice
- Sourcing & management of fundraising items

## SPONSORSHIP

- Sponsorship sourcing
  - Invoicing of sponsors
  - Liaison with sponsors prior to the event
- .....
- Onsite liaison and setup
  - Event setup

## ONSITE EVENT MANAGEMENT

- Registration management
  - Customer service role
  - General coordination of key stakeholders
- .....
- Pack down
  - Removal of materials onsite for collection at a later stage

# CONTENT PRODUCTION

*Event & Conference Co. has teamed up with Lush Digital Media to ensure that we can cover your content needs.*

*Here is some of what Lush Digital Media can offer:*

- ❑ **WEBSITE COPY:** Professionally written by one of our copywriters (all journalists with global publishing experience) to ensure a professional first impression.
- ❑ **PRESS ARTICLES:** Having well-written articles prior to the event will boost media interest. These articles also sit on the website as part of the written article/blog section.
- ❑ **BLOG ARTICLES:** Once you've engaged your audience, don't abandon them after the event! Sign them up to your blog and keep them coming back to your website for more. Blog articles boost your SEO and bring attention to your subject. Hand crafted by journalists and overseen by a copy editor. We also provide you with suggestions for social media updates to engage your audience further.
- ❑ **PHOTOGRAPHY:** Event photography.

# VIDEO PRODUCTION

- ❑ **PROMO VIDEO:** *Provides a quick run down of the event, interviews with organizers/speakers/thought leaders/ authority figures/past attendees/vox pops mixed with inspiring, relevant footage. Primarily to ignite interest and start the conversation. Shorter clips provided for social media sharing.*
- ❑ **EVENT HIGHLIGHTS/SIZZLE:** *Captures the key takeaways and vibe from the event at max 3 minutes. Includes interviews with key speakers/footage of the event/vox pops.*
- ❑ **AUDIO:** *Podcasts ensure you continue the conversation and engage your audience post event. Example: <https://itunes.apple.com/au/podcast/brand-newsroom/id945263756?mt=2>*
- ❑ **MEDIA ENGAGEMENT (SUBJECT DEPENDENT):** *To be discussed on certain projects where applicable.*