

# EVENT PLANNING CHECKLIST



## 10 MISTAKES TO AVOID

Avoid	By Taking This Action...	Point Person	Due Date	Comments
1) Slapping it together quickly in 3-6 months.	Overestimate the amount of time you will need to plan your event.			
2) Wallowing like a pig in every muddy detail while missing the big picture.	Document a clear picture of the vision, goals, and objectives of your event.			
3) Biting off more than you are able to chew. Instead, enlist the help of an event planner, friends, or another business/ministry.	Be realistic about what you can accomplish.			
4) Not counting up all the costs in your plan, i.e. special dietary allowances, handouts, shuttles, name tags, entertainment, and promotion.	Consider everything when pricing your event.			
5) Picking a speaker with stellar qualifications whom is not right for your audience.	Conduct thorough research on the speaker you have in mind.			
6) Having the wrong or no people show up.	Spread the word about your event in a fresh, unique way.			
7) Poor communication of conference details, i.e. area demographics, nearby restaurants, and speaker details.	Keep your audience abreast of important details before and during the event e.g. share event progress with day-to-day updates.			
8) Having Sister Frownie and Brother Sourpuss ushering, greeting, and serving. These players may need to pack lunches or clean up behind the scenes.	Put the right people in the right places. People who enjoy serving others make the best people for interacting and accommodating conference attendees.			
9) The unwelcome feeling of isolating cliques by ignoring conference attendees and speaking solely to those you already know.	Engage, speak, and connect with the attendees of your conference.			
10) Being role driven and not attending to guests because "that isn't my job."	Serve your guests as you would serve Jesus.			