

# MEOPAR Event Planning Process



Timing	Task	Person Responsible	Date Completed
<b>6-9 months prior</b>	Decide on date and time of event		
	Establish goals and objectives of event		
	Request 3-5 proposals from hotels/venues		
<b>6 months prior</b>	Tentatively book venue		
	Identify and contact potential speakers		
	Complete planning framework: <ul style="list-style-type: none"> <li>• Confirm event name</li> <li>• Write up event description and key messages</li> <li>• Draft budget</li> <li>• Create event-specific timeline</li> <li>• Set up Eventbrite page for registrations</li> <li>• Set up event page on website with link from home page</li> <li>• Promote event through social media</li> </ul>		
	Establish partnerships or sponsorship for the event		
	Set up planning team if needed		
<b>3-4 months prior</b>	Confirm speakers and topics		
	Promote updated agenda with speakers through website, social media email campaign		
	Order promotional materials if any		
	Liaise with venue support people as needed for: <ul style="list-style-type: none"> <li>• Catering</li> <li>• Audio-visual equipment</li> <li>• Photographer if needed</li> <li>• Reception needs</li> </ul>		
	Visit venue site if possible		

<b>1 month prior</b>	Confirm Banquet Event Orders (BEOs) with venue and check: <ul style="list-style-type: none"> <li>• Layout</li> <li>• Power supply</li> <li>• Additional space needed for breaks our break-out rooms</li> <li>• Emergency procedures</li> </ul>		
<b>2 weeks prior</b>	Prepare an event toolbox: <ul style="list-style-type: none"> <li>• Tape/fasteners</li> <li>• Pens/markers</li> <li>• Notepads</li> <li>• Printed agendas</li> <li>• Camera</li> <li>• Laptop</li> <li>• Batteries</li> <li>• All-in-one tool</li> <li>• Business cards</li> <li>• Extra name tag holders/lanyards</li> <li>• Promotional materials (pop-up or tradeshow booth)</li> </ul>		
	Liaise with venue and any outside agencies to confirm details: <ul style="list-style-type: none"> <li>• Catering</li> <li>• Room set-up and layout</li> <li>• Audio-visual</li> </ul>		
	Send media briefing about event		
<b>1 week prior</b>	Close registration on Eventbrite		
	Print nametags		
	Operational team meeting to run through event		
<b>Within 2 weeks following the event</b>	Post presentations on website if applicable		
	Debrief with office on successes and opportunities		
	Write up executive summary		
	Send e-mail thanking participants and sponsors		
	Create online evaluation form and send to participants		