

NI Event Management Check List

Event Delivery Checklist

Nominal Code (obtained from NI Events Officer)	
Event Title:	
Event Description: (copy for external use)	
Target Audience:	
Event Date:	
Event Venue and Location:	
Event Organising Committee (with contact details and roles)	
Outline of expected invoices and payment schedule shared	
Sponsorship strategy. Share with NI HQ to include in a holistic approach.	
Delegate attraction strategy (target audience, route to make known, benefits from attending, influencers e.g. corporate members, speakers etc.	
Marketing and Communication Plan written and shared and agreed with NI HQ in line with delegate and sponsorship strategies (phasing can be used where not all details are yet known) NI Marketing and Communications Officer to agree corporate input/tasks into the Marketing Plan for each individual event e.g. website, e-marketing, social media, direct mailing to database contacts.	
Copy for external use written and used to deliver the marketing and communication plan	
Agree the right booking process with NI Events Officer As a minimum the following information is required Date Location Full event title Approved fees and pricing details Session selection requirements Capacity delegates Session selection requirements Exhibition specifications Sponsorship packages	
Sponsorship strategy known	
Agree with Marketing and Communications officer any promotional resources required	

The following is needed for an Announcement, Save the Date

Ideally no less than 4 months before an event activity

Provide details to NI Event Officer to set up on OMNET and decide on go live date.	
Nominal Code (obtained from NI Events Officer)	
Event Title:	
Event Description: (copy for external use)	
Event Date:	
Event Venue and Location:	
Email address to register for updates Or sign up to general NI events mailing list	

To open for bookings

Agree with NI Event Officer on go live date. An agreed how to book process must have been reached.	
As above, plus any further details that are known	
Communicate sponsors/supporters that have been secured via logo on promotional materials	
Fees and Discounts (as agreed in the Business Budget)	
Provide details to Event Officer to set up Booking system (OMNET and booking form completed)	
Carry out actions to announce bookings in the Marketing and Communication Plan (will have marketing resources to share e.g. e-banner, signature etc.)	
Make sure the event features on the NI Internal Master Events Plan (this is available from NI Events Manger or branch/network chair)	
Identify and prepare joining instructions. Agree how and when they will be sent.	

Day to day activities

Carry out actions in Marketing and Communication Plan	
Ensure contract with venue is signed, invoice details are correct and payment schedule is known by NI HQ finance tea. If the contract differs from the budget, this must be highlighted.	
For for ad-hoc discounts discuss with NI Events Manager	
Confirm sponsorship packages sold with NI HQ and identify the support to ensure they are delivered e.g.	

logo on NI website to Marketing and Communications officer.	
Decide on the need for an arrange external suppliers e.g. filming, photography, entertainment.	
Keeping track of event information and review the marketing and engagement strategy accordingly <ul style="list-style-type: none"> - Tracking or registration (paid delegates) - Budget - Speakers list - Guests 	
Liaise with speakers/presenters to obtain a headshot and short pen picture.	
Provide speakers/presenters with guidance to check the content of the session. This might require regular contact and connection with other speakers/chair.	
Continue to update the external event marketing information (online content is more practical to update) <ul style="list-style-type: none"> - Include new partner/sponsor logo - Sponsorship opportunities - Event timing, location - Speaker information 	
Arrange regular contact with NI Events Manager to review the business case and budget	

Four weeks to go

Engage with the venue and provide a guide on timings and requirements from event session e.g. exhibition space, signage, tables etc.	
Inform the NI Events Manager on any risks or opportunities related to the financial and reputation of the NI from the event	
Consider ad-hoc discounts with the NI Manager ahead of 2 weeks to go and delegate bookings	
Agree a schedule of production with the Marketing and Communications officer any materials required for the event e.g. delegate booklet, pull-up banners	
Prepare and plan issue of a final communication with delegates, speakers (inc. AV plans) and suppliers to issue at least 1 week ahead of the event. <ul style="list-style-type: none"> – Date & time – How to get there – Preparation expected – Dress code/wine list/pre-event drinks for dinners – Confirmation of dietary requirements 	
Plan marketing campaign in line with delegate numbers	

Plan the staffing and roles at the event e.g registration desk, roving mike, AV, greet speakers/delegates	
Consider the set up of feedback questions using Survey Monkey with NI HQ	
If event is full communicate immediately with NI Events Officer to stop bookings and update the website accordingly	
Arrangements for and on the day including table planning if required. NI HQ can support if agreed in advance.	

One week to go

Check that final communication to speakers, delegates etc has been issued	
Write thank you, communication for sending post event. Agree with NI Events Officer on how and when this is to be send out.	
Check with the venue and confirm numbers. Send dietary and access requirements. <ul style="list-style-type: none"> - Ask for safety/security briefing - Check AV requirements - Obtain the functional event plan from the venue to check timings 	
Check with NI Event Officer on confirmed attendance and be aware of any outstanding unpaid invoices (NI HQ chase the unpaid invoices directly – no action FYI)	
Familiarise with the event layout and the AV	
Check that the presenters/speakers/chairs are comfortable with the arrangements. Check that presentations can be shared post event (arrange with NI HQ dropbox)	
Consider what level of notes are required and appoint a note taker	

On the day

Ensure event staff understand their role	
Check no fire or security alarms scheduled	
Set up Signs, Registration Desk, Delegate resources, AV presentations etc.	
On the day meet and briefing with Chair and Speakers (utilise the event team to share the task)	
Feedback announcement/forms	
Check the notes are being taken	

After the event

Send thank you to organising team, speakers and delegates (include how post-event info will be shared e.g. link to dropbox with presentations)	
Check removed from the website	
Obtain survey feedback to consider against business objectives	
Produce Level 3 actual budget and summary with the NI Events Manager	
Write a report for the NI Marketing and Communications Officer to use across relevant platforms and in future marketing (include images and positive soundbites)	
Arrange wash-up with team to review performance and meeting the aims and objectives, plus include learning for future events. Include a recommendation on making it a repeat event (annual, bi-annual, three years – little market appetite). Share this with IAP	
Non-member delegates will be encouraged to explore membership.	
Each person is now on OMNET and will receive the NI Events e-newsletter fortnightly until they unsubscribe	