

CONFERENCE PLANNING CHECKLIST

BEFORE YOU BEGIN:

- ☐ DEFINE GOALS & OBJECTIVES
- ☐ IDENTIFY YOUR TARGET AUDIENCE
- ☐ DETERMINE THE THEME & FORMAT
- ☐ ESTABLISH YOUR BUDGET

6-9 MONTHS PRIOR:

- ☐ CONFIRM DATE
- ☐ BOOK VENUE
- ☐ ASSEMBLE TEAM
- ☐ FIND SPEAKERS
- ☐ SECURE SPONSORS & EXHIBITORS
- ☐ DEVELOP BRANDING

3-6 MONTHS PRIOR:

- ☐ ORDER MERCH
- ☐ SECURE VENDORS (CATERING, ETC)
- ☐ RECRUIT VOLUNTEERS
- ☐ START PROMOTING
- ☐ DEVELOP SCHEDULE & AGENDA
- ☐ CREATE REGISTRATION SYSTEM

1 - 2 MONTHS PRIOR:

- ☐ FINALIZE SCHEDULE & CONFIRM SPEAKERS
- ☐ SEND REMINDERS & COLLECT ATTENDEE INFO
- ☐ PREPARE MARKETING MATERIALS
- ☐ COORDINATE WITH VENDORS
- ☐ PLAN LOGISTICS
- ☐ REHEARSE PRESENTATIONS

1 WEEK BEFORE & DURING:

- ☐ SEND FINAL REMINDERS & UPDATES
- ☐ SET UP VENUE & MANAGE REGISTRATION
- ☐ WELCOME ATTENDEES & FACILITATE ACTIVITIES
- ☐ ADDRESS ISSUES & ADAPT

AFTER THE EVENT:

- ☐ COLLECT FEEDBACK & FOLLOW UP
- ☐ SEND THANK YOU NOTES
- ☐ SHARE RESOURCES
- ☐ ANALYZE RESULTS & EVALUATE SUCCESS
- ☐ PREPARE FINANCIAL REPORTS & SETTLE INVOICES

