



EVENT PLANNING CHECKLIST

BC Marine Trades Association would like to make sure your event is as successful as possible. The following checklist will help you as you organize and promote your event.

If you require any assistance or have any questions related to planning your event, please contact Wayne Yamauchi (604-589-7774 or wayne@bcmta.com) or Jane McIvor (604-683-5191 or jane@bcmta.com). Also, be sure to complete and send back your Event Information Sheet – fax to 604-893-8808.

1. Basics – ASAP!
 - a. Event name.
 - b. Confirm the date, times and location as soon as possible (be sure to check for conflicting events that might be happening close by).
 - c. Post these to your website, send out “Save the Date” notices to your database (don’t forget to tell BCMTA about it!).
2. Secure the venue – things to consider:
 - a. Is there enough space at your chosen location to do everything you want to do?
 - b. Is there a chance the event will be impacted by weather (will you need tents; outdoor heaters?)
 - c. Parking or shuttle logistics?
 - d. Do you need a permit or licence from your local government?
 - e. Will you need extra washroom facilities?
 - f. Do you need to assign exhibit space / develop a layout of your space?
3. Set a budget – include costs for:
 - a. Site rental costs
 - b. Staff costs
 - c. Decorations / signage / tents (if needed)
 - d. Entertainment and activities (e.g., a/v equipment)
 - e. Food and refreshments
 - f. Transportation costs (e.g., for shuttles or extra parking)
 - g. Promotions
 - i. Advertising
 - ii. Printed material (e.g. invitations, name tags, program booklets)
 - iii. Give-aways
 - iv. Prizes
 - h. Miscellaneous / Contingency
4. Plan your promotions
 - a. Print (be aware of deadlines)
 - b. On-line
 - c. Radio
 - d. Television
5. Walk-through / rehearsal / set up
 - a. Re-confirm all participants / exhibitors / staff
 - b. Have you given yourself and your exhibitors enough time to set up? Develop a move-in schedule if needed.
6. Final evaluation – once the event is done, an evaluation will be helpful when planning the next event. Questions to ask yourself:
 - a. Number of people in attendance
 - b. Enough staff to accommodate visitors
 - c. All space available was used effectively
 - d. Directional signage was clear and easy to follow