



Event Planning Checklist

Run every event smoothly from inquiry to thank-you

Inquiry Stage (T-minus 30+ days)

- Respond within 1 hour with a warm, personal message.
- Confirm the date is available.
- Ask the right qualifying questions (count, timeline, style).
- Offer a tour if local.
- Send a written quote within 24 hours.

Booking Confirmation (T-minus 14-30 days)

- Send the booking link and contract.
- Confirm payment is processed.
- Send a warm confirmation message with all logistics.
- Add the event to your master calendar.
- Block the date on any other platforms.
- Notify cleaning, catering, and any vendors.

Two Weeks Before

- Send the pre-event check-in message.
- Confirm vendor arrival times.
- Confirm headcount and any dietary needs.
- Walk the space and note anything that needs repair.
- Restock supplies (paper, soap, ice, garbage bags).

Three Days Before

- Final headcount confirmation.
- Confirm A/V is working — test microphones, speakers, projector.
- Confirm Wi-Fi password is current and posted.
- Pre-stage tables, chairs, and linens if possible.

Day Before

- Deep clean the space.
- Double-check restrooms (paper, soap, fresh towels).
- Charge any portable devices (mics, speakers, lighting).
- Print or post: Wi-Fi password, restroom location, parking map.
- Send a 'see you tomorrow' message to the guest.

Event Day

- Arrive 60 minutes before the guest's start time.
- Final walkthrough — lighting, music, temperature.
- Welcome the guest personally and walk them through the space.
- Remain reachable by phone throughout the event.
- Be present at end-of-event for breakdown and walkthrough.

Day After

- Send the thank-you and review-request message.
- Inspect for damage and document any issues with photos.
- Process any remaining payments or refunds.
- Clean and restock for the next event.
- Note anything you'd improve next time in your private journal.