



Event Checklist

Ensure your event is a success by using our checklist, designed to guide you through every step of event management.

Yellow Spider offer a fully outsourced event management service.

We cover everything from event strategy, marketing and audience acquisition through to event build, and stand management. Post event we support with ROI measurement and development of lead nurture campaigns.

We tailor our support to fit our client's requirements and are unique in our approach, offering all aspects of event management, delivery and follow up.

Get in touch with us to discuss your event management requirements

Event timeline

- 4-6 months before ● Start planning early and set clear objectives.
- 3-4 months before ● Agree activities to drive marcoms.
- 2 months before ● Engage with sales for a healthier ROI.
- 1 week before ● At this stage it's all about the event logistics!
- The day before ● Check graphics and stand build to make sure the area is ready to go.
- On the day ● Carry out your final briefing and it's time to allow your booth staff to do their job!
- After the event ● Now it's time to focus on your leads.



<http://www.yellowspider.com>



Event checklist

Event name: _____

Date: _____

Location: _____

Stand number: _____

Event organiser contact: _____

4-6 months before the event.

Start planning early, set clear objectives and build a solid plan that captures all aspects of the event. Establish a strong team from across the business that will support you in delivery and agree regular progress meetings.

- Establish event objectives and goals
- Develop event plan
- Create event budget
- Form an event team
- Create an event plan
- Establish event team cadence meeting
- Create event marketing and publicity plan

3-4 months before the event.

Agree elements such as speakers and social events to drive event marcoms. Book accommodation for your event team early; with large events it can be impossible to get anything nearer the time.

- Agree speaker and topic
- Request the speaker bio and photo
- Arrange travel and accommodation
- Ensure event contracts are signed
- Arrange demo equipment
- Arrange stand, graphics and signage
- Arrange networking and social events
- Produce and send invitations
- Develop press release and send media list

2 months before the event

Your sales team hold the customer relationships and are responsible for generating and following up on leads so having their support is crucial. An engaged sales force at the show will increase audience engagement and give you a healthier ROI.

- Build event in CRM and agree nurture campaigns
- Engage sales team
- Send press releases
- Publish event news release on the website
- Order leaflets, SWAG and prizes
- Arrange delivery of stand, leaflets and SWAG
- Ensure lead capture process is in place

1 week before the event

At this stage it's all about the event logistics and making sure everyone is briefed.

- Have briefing meeting with event team to finalise details
- Do a dry run of presentation with speaker
- Brief any third party agencies involved in event delivery
- Confirm numbers for catering/ evening meals
- Ensure name badges and registrations lists are created
- Confirm details with press interviews

The day before the event

Use your time to check the final details. Check graphics and stand build and make sure the area is fully equipped, clean and tidy.

- Confirm media attending
- Check and finalise signage and stand
- Ensure any demo kit and presentations are on stand
- Make sure giveaways are on the stand ready
- Check registration list is up to date, print it off
- Send email to the stand team to confirm final details

On the day

Now it's time to allow your booth staff to do their job! Turn up early to check the stand one last time and make sure the team are fully briefed.

- Make sure the stand is clean and tidy
- Carry out final briefing with booth staff
- Stand back and watch it run like clockwork