**General**

* Name of the event
* Platform of event
* Date and time of event
* What other events are going on that day? Any potential conflicting events with same audience? Create a list
* Anticipated number of guests
* Target Audience

**Risk** **Management**

* Think of all possible risks for the night
* Create a risk management plan
* Fill out the risk management form and any other forms required
* Be familiar with all escalation procedures

**Platform**

* Does the platform require participants to have a link?
* Can participants join in via chat or microphone?
* Is the platform best for the event you wish to host?
* Do participants need to have a membership to participate?

**Registration**

* Does your event need registration ahead of time?
* How will you share the link of the event to those who have registered?
* When is your cut off for registration?

**Marketing**

* What forms of collateral material will you need to create?
  + Posters
  + Handbills
  + Programs
  + Invitations
  + Save the dates
  + The Charlatan
  + Website, CUx Calendet
  + Emails (Upcoming Events Carleton)
  + Event signage
  + Social media posts
  + This week @ Carleton posts
  + Email campus partners
  + State of the Raven
* Plan the distribution of materials
* Ensure all marketing materials are ready well in advance

**Budget**

* What is your budget for the event?
* Make a list of all possible costs
* Record all potential expenses

**Audio/Visual**

* Make a list of equipment needed for the event
* Will you need assistance with setting up the required equipment?

**Supplies**

* Create a list of needed supplies
* Organize and prep materials and supplies in advance (before day of)

**Set-Up**

* Create a test date for your event if you are unfamiliar with the platform

Production Value

* Create a rolling slide deck or images that can be displayed as participants are logging in
* Create any background wallpapers for your presenters/hosts
* Add any other production elements to your event

**Speakers/Acts**

* Proof read any scripts
* Inform the speaker of their roles and duties
* Give the speaker a timeline
* Do they need to sign performance agreements?
* How will you pay them?
* Ensure they are aware of safe space policy and code of conduct
* Do they know how to use the platform? Schedule a test run before hand if not

**Volunteers**

* Will you require volunteers? How many?
* Create a list of roles and responsibilities
* Recruit volunteers and hold a training session (if necessary)
* Send timeline/schedule of event to volunteers
* Volunteer clothing (tshirts, or dress code?)
* Lead Volunteers who are familiar with more event details for each area