

Not-for-Profit Team Project: Special Event Checklist

Types of Special Events

Dinners, luncheons, auctions, speakers
Cultural events (museums, galleries, music, theatre)
Sporting events (golf, fishing, tennis, runs, walks; attending events)
VIP activities (exclusivity)

Selecting a Special Event

Does the event fit attendee profile (age, ratio of men/women, group size, education and sophistication level, cost, timing?)

Does the event fit purpose of organization and your budget for it?

Will it gain new members, new donors, favorable publicity?

What are space, timing, security, lighting, volunteer requirements?

Selecting an Event Venue

Indoor: space, schedule, number of tables, number of waiters per 25 attendees
Outdoor: all of the above, plus tenting? Lighting? Sound system?
If catered: Who does tables? Chairs? Tablecloths? Flatware? Dishes? Glasses?
Rental costs for above
Liquor regulations/cost of one-day permit
Fire codes? Security? Insurance?
Parking? Fee?
Any local laws on cut-off time, noise level, casino events?
Will other events be taking place at the same time as yours?
(city event schedule, hotel or venue schedule)
Space for opportunity drawing, silent auction, live auction

Other Considerations

Menu and food presentation
Floral arrangements or centerpieces (donation? Sell?)
Photographer
Gifts, favors, souvenirs, prizes
Promotional material
Invitations (inserts? Returns? Brochures/flyers? Postage?)
Special room/site decorations/signage
Master of ceremonies
Availability of medical facilities
Safety factors
Transportation
Costumes
Music
Special audio-visual requirements
Food, gift for volunteers (t-shirt? Thank-you party later)

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