

Event Planning Checklist

for Community Hosted Festival or Special Event

Initial Event Planning

- Form an Event Planning Committee and determine roles/ responsibilities for committee members
- Determine the purpose of the event, intended audience, and brainstorm activities
- Choose a tentative date, location, theme, name, etc.
- Check availability of event venue and consider restrictions (ex: seating capacity)
- Establish a budget
- Create sponsor levels and amounts, and determine possible event sponsors
- Research insurance permits
- Create a fundraising plan and contact possible funders

Special Event Application

- Develop a Site Plan for your event. Include the locations of activities, first aid tent, food vendors, recycling stations, washrooms, electrical, water equipment, security, etc.
- Develop a Safety Plan for your event. Include first aid, road safety, loading zones, risk mitigation, etc.
- Develop a Green Plan for your event – see *Tips for Hosting a Green Event* for more ideas.
- Submit a Special Event Application

Continued Event Planning

- Decide on activities for the event (entertainment, speakers, food vendors, activities, etc.)
- Apply for special permits, licenses, insurance, etc.
- Consider accessibility to your event (wheelchair accessible parking, etc.)
- Finalize budget
- Create a rain plan (if the event is outdoors)
- Contract entertainment, sound production, waste & recycling company, etc.
- Notify emergency and transit services of any road closures
- Host a site walk-through of the event with committee members
- Confirm number of volunteers, entertainers, sound production, and other staff

- Schedule pick up/ delivery of any rented or loaned equipment

Food Vendors

- Create a food vendors' application form and post on-line
- Confirm food vendors and inquire about their requirements (electricity, water usage, etc.)
- Ensure food vendors meet all requirements from Fraser Health and the Greater Vancouver Fire Chiefs Association

Volunteers

- Design a volunteer application form and begin recruitment. Utilize past volunteers, social media pages, or connect with other community event organizers to help build your volunteer base
- Host a volunteer information and training session
- Create a task list for volunteers on event day
- Create an event day schedule for volunteers
- Prepare volunteer ID (t-shirts, aprons, name tags, etc.)
- Plan volunteer refreshments and appreciation

Marketing

- Develop an advertising and publicity plan
- Request logos from corporate sponsors
- Prepare ads, posters, Facebook pages, press releases, and other promotional material, and distribute to local media, radio stations, public service announcers, etc.
- Prepare signage for the event (ex: event day schedule, washrooms, etc.)