Things to consider when planning an event

Before you start to plan your Event

- What is the objective you want to accomplish by the end of your event?
- What experience do you want your attendees to have?
- Do I need indoor or outdoor space for my event?
- How many people do I want to impact with my event? How can I invite them?
- Do I have a draft plan of my event when I get ready to start searching for a venue? (includes days, dates, times, venue must haves)
- Think of your attendee's journey from start to finish in your event, do the same with other roles at your event as well

Meeting Location

- Check the facilities for easy access to attendees both with location (can they get to where I am hosting this or does it need to be near public transportation?
- Do my attendees have special needs? (this can be anything from wheelchair access to non-gender bathrooms)
- Does it have wireless internet? Do you have to pay for it?
- Do you have to pay for your meeting space? Is that contingent on sleeping rooms or food & beverage spend?
- Does it have enough space to allow for proper spacing of attendees?
- Are all the rooms the size you need for all of your sessions?
- Are there any special items needed to execute my event that my venue needs to have to select it?
- If my event is outside, is there space available for a "plan b" in case of weather and we need to move inside?

Audio Visual

- Do the rooms provide projectors, screen, and microphones?
- Are their laptops provided for the projector and speaker to use?
- If they bring their own laptop, is there someone who has multiple connectors to support the connection to the projector?
- Do they provide technicians to support the AV?
- Is there an extra fee if we bring our own AV equipment in or bring in an outside vendor?

Food & Beverage

- Have you allowed for special meal requests? (Vegan, Vegetarian, Gluten Free, Lactose intolerant, shellfish allergy, Halal, Kosher, etc)
- Did you ask the question during registration to make sure you captured the attendee needs?
- Does the venue provide catering or do we need to bring it in? If bringing food in, are the vendor options restricted or is there an extra fee to bring food in?
- How many meals do I want to provide for my attendees?
- Don't forget when you estimate to account for tax and service charges on top of the item fee.

Layout/Space Needs

- What layout do you want to have/need for your session? Theater, classroom, pods, reception, banquet, standing room.
- Does my layout match the type of session I am having?
- Do you need the attendees to write during the session?
- Does the venue have enough tables or do I need to rent equipment?
- Do I want/need to have fun décor to enhance my event?

Safety/Inclusion Needs

- Have I checked the local health guidelines for large events?
- Has the CDC updated guidelines?
- Does your venue require certain guidelines to host a large group?
- Is there anything happening in the news that might affect my event?
- What other city/school events are happening when I have my event?
- Are there any holidays over the proposed dates of my event?
- Could weather be a potential issue as attendees travel to my event or during my event?
- Do I need a mother's room/quiet room/prayer room during my event?

Misc items

- Will I need to print out a handbook/agenda/handouts for my event?
- Do I want to provide swag/gift items to my attendees? What is the ordering timeline or needs for this (sizes, costs, payment)
- Will my event need signage to help direct attendees?
- Do I need to recruit speakers? Do I need to pay them to speak at my event?
- If doing a virtual event, did I account for close captioning on screen for attendees?

This is just a quick list as you begin to plan your events to get you started. If we can help you with anything further, please feel free to reach out to us at events@shpe.org for assistance.