Ashford Business Services Ltd

Event Planning Checklist

This checklist plans Sarah Mitchell from the first decisions through the day itself and the follow-up afterwards. Work through the phases in order, and record the owner and due date for every task. The run-of-show near the end of this document is the single timetable the whole team works from on the day.

Event details

Event name: Sarah Mitchell

Event purpose: Purpose of this event as agreed at the meeting.

Event date: 9 November 2026

Event start and end time: 10:30 am

Venue: 14 Oakfield Road, Birmingham B17 9JH

Expected attendance: Expected number of attendees for this event

Event owner: James Patel

Total event budget: £45.00

A. Foundations and budget

Done	Task	Owner	Due date
	Event objectives agreed in writing, with how success will be judged.	James Patel	23 November 2026
	Target audience defined and expected attendance estimated.	James Patel	23 November 2026
	Date, start time, and end time confirmed and checked against competing events.	James Patel	23 November 2026
	Budget set by cost area, with a contingency amount held back for unexpected costs.	James Patel	23 November 2026
	Planning team formed, with one owner for each area of the event.	James Patel	23 November 2026
	Key deadlines recorded on a single timeline	James Patel	23 November 2026

	shared with the whole team.		

B. Venue and suppliers

Done	Task	Owner	Due date
	Venue booked in writing, with capacity, layout, access times, and cancellation terms confirmed.	James Patel	23 November 2026
	Venue layout agreed, including registration area, stage or speaking area, seating, and accessible routes.	James Patel	23 November 2026
	Catering confirmed, including menu, dietary requirements, service times, and final headcount deadline.	James Patel	23 November 2026
	Audio-visual equipment booked and tested against the venue power supply and room layout.	James Patel	23 November 2026
	Photography or filming booked, with a clear brief on what must be captured.	James Patel	23 November 2026
	Decor, signage, and printed materials ordered, with delivery dates confirmed.	James Patel	23 November 2026
	Permits, licences, and insurance confirmed where the event requires them.	James Patel	23 November 2026
	Transport and parking arrangements confirmed for attendees, speakers, and suppliers.	James Patel	23 November 2026

C. Programme and speakers

Done	Task	Owner	Due date
	Programme drafted with session titles, timings, and breaks that allow realistic changeovers.	James Patel	23 November 2026
	Speakers, performers, or facilitators invited and confirmed in writing.	James Patel	23 November 2026
	Speaker requirements collected: presentation files, equipment needs, arrival times, and accessibility needs.	James Patel	23 November 2026
	Host or chair briefed on introductions, timings, and how to handle overruns.	James Patel	23 November 2026
	Printed or digital programme prepared and proofread against the confirmed running order.	James Patel	23 November 2026
	Contingency plan agreed for a speaker cancellation or a session overrun.	James Patel	23 November 2026

D. Promotion and registration

Done	Task	Owner	Due date
	Invitation or registration page created, with date, time, venue, programme, and cost clearly stated.	James Patel	23 November 2026
	Invitations sent or registration opened at the planned date, with a reminder schedule set.	James Patel	23 November 2026
	Registration process tested end to end, including confirmation messages and cancellation.	James Patel	23 November 2026
	Attendee list process	James Patel	23 November 2026

	agreed: how names are collected, checked, and shared with the registration desk.		
	Promotion plan running across the agreed channels, with one owner for each channel.	James Patel	23 November 2026
	Final headcount confirmed with the venue and caterer by their deadline.	James Patel	23 November 2026

E. Logistics and staffing

Done	Task	Owner	Due date
	Staff and volunteer roles assigned, with shift times and a named supervisor for each area.	James Patel	23 November 2026
	Registration desk plan agreed: staffing, attendee lists, badges or passes, and a separate route for walk-up attendees.	James Patel	23 November 2026
	Welcome materials prepared: badges, programmes, handouts, and any items for attendees.	James Patel	23 November 2026
	Accessibility checked: step-free access, accessible seating, hearing support, and clear signage.	James Patel	23 November 2026
	Safety plan agreed: first aid cover, emergency exits, evacuation procedure, and incident reporting.	James Patel	23 November 2026
	Supplier arrival times and contact details collected in one sheet for the day.	James Patel	23 November 2026
	Technology tested:	James Patel	23 November 2026

	internet connection, presentation equipment, microphones, and any live stream.		

F. Final week and day-of run-of-show

Done	Task	Owner	Due date
	Final venue walkthrough completed with the venue contact and key suppliers.	James Patel	23 November 2026
	Final briefing held with all staff and volunteers, covering roles, timings, and who to report problems to.	James Patel	23 November 2026
	Venue set up checked against the agreed layout before doors open.	James Patel	23 November 2026
	Registration flow tested with a trial attendee before doors open.	James Patel	23 November 2026
	Run-of-show printed and given to every team member on the day.	James Patel	23 November 2026

Run-of-show

The run-of-show below is the timetable for the day. Add or remove rows to match the programme, and give every team member the final version before doors open.

Time	Activity	Person responsible	Notes
10:30 am	Activity 1	Sarah Mitchell	Notes on activity 1 as agreed at the meeting.
10:30 am	Activity 2	Sarah Mitchell	Notes on activity 2 as agreed at the meeting.
10:30 am	Activity 3	Sarah Mitchell	Notes on activity 3 as agreed at the meeting.
10:30 am	Activity 4	Sarah Mitchell	Notes on activity 4 as agreed at the meeting.
10:30 am	Activity 5	Sarah Mitchell	Notes on activity 5 as agreed at the meeting.

10:30 am	Activity 6	Sarah Mitchell	Notes on activity 6 as agreed at the meeting.

G. After the event

Done	Task	Owner	Due date
	Venue cleared, hired items returned, and any damage or loss reported to the venue.	James Patel	23 November 2026
	Thank-you messages sent to speakers, suppliers, volunteers, and sponsors.	James Patel	23 November 2026
	Attendee feedback collected and reviewed against the event objectives.	James Patel	23 November 2026
	Final costs reconciled against the budget, with variances explained.	James Patel	23 November 2026
	Event report written, recording attendance, results, problems, and recommendations for next time.	James Patel	23 November 2026
	Materials and contacts filed so the next event does not start from scratch.	James Patel	23 November 2026

Contingency notes

If attendance is far higher than expected: Action to take if attendance is far higher than expected as agreed at the meeting.

If a key supplier fails: Action to take if a key supplier fails as agreed at the meeting.

If equipment fails on the day: Action to take if equipment fails on the day as agreed at the meeting.

If the event must be postponed: Action to take if the event must be postponed as agreed at the meeting.

Ashford Business Services Ltd

Sign-off

Prepared by: Sarah Mitchell

Date prepared: 9 November 2026

Approved by: Sarah Mitchell

Date approved: 9 November 2026