

## GSEHD Planning Checklist for Virtual Events

### 6 Months Out:

- ☐ Determine the purpose and goals of the event
- ☐ Assemble a planning committee or team
- ☐ Identify the target audience and estimated attendance
- ☐ Select the preferred date and time for the event (if it is a school-wide event, confirm the date and time with Dean's Office)
- ☐ Decide on the platform to host the event (Zoom, Webex, Teams, etc.)
- ☐ Create a budget for the event and identify potential funding sources
- ☐ Decide on the fee for attendance (or if it is a free event)
- ☐ Develop a preliminary event agenda or schedule
- ☐ Begin reaching out to potential speakers or presenters
- ☐ Discuss a registration process and system for accepting fees

### 4 Months Out:

- ☐ Finalize event agenda and schedule
- ☐ Develop the event title and description for promotional materials
- ☐ Set up online platform links for hosts and attendees (Zoom links, Webex, etc.)
- ☐ Decide if event will be recorded, and if so, secure permission from all speakers to be recorded
- ☐ Determine staff needs (who will be monitoring the chat function, troubleshooting technical issues during the online event)
- ☐ Identify and secure equipment/software needs (computers, cameras, microphones, headphones, lighting, download host platform)
- ☐ Begin creating event materials (e.g. presentation slides), including interactive elements
- ☐ Request speaker bios and headshots (high resolution)
- ☐ Start to coordinate with the Alumni Relations Office, if planning to invite alumni to the event

### 2 Months Out:

- ☐ Coordinate with speakers or presenters to confirm session topics and formats and finalize the official program for the event
- ☐ Create the event website (work with GSEHD web lead, Holly Snyder), registration system, including deadlines, registration fees, early bird registration, group rates, etc.
- ☐ Develop marketing materials and start promoting the event through various channels (social media, email, website)

- ☐ Determine and plan for any necessary accommodations for attendees with special needs
- ☐ Create backup plans for unexpected situations (e.g. technical difficulties, internet connectivity issues)
- ☐ Choose and order speaker gifts, if providing

#### **1 Month Out:**

- ☐ Continue promoting the event through various channels (e.g., social media, email, flyers)
- ☐ Confirm participation of all speakers and presenters
- ☐ Conduct a technical rehearsal/run-through with all presenters if necessary

#### **1 Week Out:**

- ☐ Provide an event briefing to all speakers/presenters; provide briefing to staff and volunteers as well; Schedule an advance meeting to walkthrough the event with all presenters, if necessary
- ☐ Send reminder communications to invitees and attendees

#### **Day of the Event:**

- ☐ Log in early to prepare for the event
- ☐ Remind speakers and presenters to be mindful of presentation times to stay on schedule
- ☐ Ensure that all equipment is working properly before starting the event (microphone, camera, Zoom)
- ☐ Monitor the event for any issues or problems
- ☐ Keep track of attendance numbers
- ☐ Collect feedback from attendees
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#### **After the Event:**

- ☐ Send thank-you notes to attendees, speakers, and sponsors
- ☐ Conduct a post-event evaluation to gather feedback and identify areas for improvement
- ☐ Close out event budget and financials
- ☐ Archive all event-related materials and documentation
- ☐ Create and distribute post-event reports and summaries
- ☐ Evaluate the success of the event in relation to the original goals and objectives