



# CONFERENCE CHECKLIST

## INITIAL PLANNING

<u>Date Due</u>	<u>Date Completed</u>	<u>Person</u>	
_____	_____	_____	Initial planning session – cooperating organizations invited – committee assignments
_____	_____	_____	Prepare budget
_____	_____	_____	Develop timetable
_____	_____	_____	Contact Greater Lansing CVB ( <a href="http://www.lansing.org">www.lansing.org</a> ) to reserve meeting, banquet, and hotel accommodations. Large groups 1-2 years out and smaller groups 6 months – 1 year out
_____	_____	_____	Develop sponsorship program
_____	_____	_____	Solicit potential sponsors
_____	_____	_____	Confirm cooperating organizations/staff
_____	_____	_____	Determine and obtain mailing lists
_____	_____	_____	Obtain speaker bios for brochure printing
_____	_____	_____	Contact and confirm speakers
_____	_____	_____	Assemble materials for printed promotions
_____	_____	_____	Assemble materials for electronic promotions
_____	_____	_____	Send copy to printer
_____	_____	_____	Prepare and distribute marketing materials
_____	_____	_____	Prepare press releases and send to State/National and trade publications
_____	_____	_____	Prepare bookkeeping records for pre-registration



<u>Date Due</u>	<u>Date Completed</u>	<u>Person</u>	
_____	_____	_____	Contact GLCVB Services Department ( <a href="http://www.lansing.org">www.lansing.org</a> ) to coordinate attendance building activity and determine other services they can assist us with
_____	_____	_____	Print certificates
_____	_____	_____	Prepare and order appropriate signs
_____	_____	_____	Prepare conference outlines and handouts
_____	_____	_____	Order folders for conference materials
_____	_____	_____	Load conference/speaker info on flash drives
_____	_____	_____	Send confirmation letters to program staff and leaders
_____	_____	_____	Determine and invite conference guests
_____	_____	_____	Mail or e-mail confirmation to pre-registrants
_____	_____	_____	Prepare name badges
_____	_____	_____	Prepare place cards for head tables, etc.
_____	_____	_____	Maintain record of all expenses
_____	_____	_____	Arrange for registration desk staff
_____	_____	_____	Schedule photographer/videographer

OTHER COMMENTS:

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