

Seminar checklist

The following checklist gives you a guide on when to undertake the various steps in your seminar planning.

Venue		
<input type="checkbox"/>	Venue viewed and booked and parking availability checked	Before invitations sent
<input type="checkbox"/>	Presenters booked and confirmed	Before invitations sent
<input type="checkbox"/>	Refreshments (tea/coffee; sugar/milk; cups/saucers; chilled water; glasses; beer/wine; platters of canapés; etc) included in booking and quotation	2 – 3 weeks prior to seminar
Seminar marketing		
<input type="checkbox"/>	Client newsletter advertisement	Promoted well in advance of event
<input type="checkbox"/>	Print advertisement	2 – 3 weeks prior to seminar
<input type="checkbox"/>	Email invitation	2 – 3 weeks prior to seminar
<input type="checkbox"/>	Telephone confirmation	2 weeks prior to seminar
<input type="checkbox"/>	Final numbers confirmed	1 week prior to seminar
<input type="checkbox"/>	SMS reminder message	Day of seminar
Seminar equipment		
<input type="checkbox"/>	Registration table (located at entrance to seminar)	
<input type="checkbox"/>	Registration list	
<input type="checkbox"/>	Name tags	
<input type="checkbox"/>	Chairs configured theatre style (with centre aisle)	
<input type="checkbox"/>	Lectern	
<input type="checkbox"/>	Microphone	
<input type="checkbox"/>	Data projector and screen	
<input type="checkbox"/>	Laptop	
<input type="checkbox"/>	Extension lead and double adaptor	
<input type="checkbox"/>	Promotional banner	

Presentation material

- ☐ PowerPoint presentation loaded to CD or directly onto laptop
- ☐ Backup of presentation on disk/flash drive (just in case)
- ☐ Client handout packs, including:
 - ☐ PowerPoint slide handouts
 - ☐ Client brochures
 - ☐ Practice brochure
 - ☐ Latest edition of client newsletter
 - ☐ Feedback form
 - ☐ Pen
 - ☐ Promotional items (incentive gifts)

Day of seminar

- ☐ Venue visited during the day to check for unexpected problems
- ☐ Overhead projector and screen set up and tested
- ☐ Seating arranged
- ☐ Extra chairs available in a nearby room (just in case)
- ☐ Refreshments arranged and set up
- ☐ Registration stand set up
- ☐ Name tags stored at registration stand with registration list

Post-seminar

- | | | |
|--------------------------|---|--------------------------|
| <input type="checkbox"/> | All seminar guests who have requested an appointment contacted by telephone to schedule appointment | Within 2 days of seminar |
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