



HELPFUL TIPS FOR A SUCCESSFUL EVENT

4-6 months	
	Establish event goals and objectives, have a general outline for the program so you can discuss with the speaker(s)
	Select date
	Identify venue and negotiate details. Is there a rental fee?
	What items will the venue provide?
Develop Action Plan...	<i>AV / Sound/ Cables / Screen / Projector / Food / Tables / Chairs/ Phone</i>
	Who takes care of the room set?
	Work on getting a sponsor(s)
	Do they have staff or will your volunteers need to set up?
	How far in advance can you start setting up the space?
	Does the venue require event insurance?
	Will a contract need to be signed? If so, APRA office must sign all documents.
	What type of marketing will be done for the event? Who's responsible?
	Who will clean up the rooms and take down the tables/chairs?
	Will someone be on-site to help with AV needs?
	Submit your Program form to the Program Committee for approval. Submit with your budget. (Does your budget meet the pricing/profit protocol?)
	Recruit committee/volunteers to help with the event
2-4 months	Identify and confirm speakers/presenter/entertainers
	Get speaker bio's/speaking topics
	Have contracts signed if appropriate (<i>APRA Executive Director must sign all contracts</i>)
	Submit CEU approval form to CEU Accreditation Specialist for approval
	Create all marketing and branding materials. This information needs to be sent to the APRA office so they can begin marketing your event to the membership. If your not targeting members then you will be responsible for reaching out and marketing your own program.
	Create your budget. Expenses should include all fees that you anticipate such as speaking fees, venue rental, food/drinks, plates, napkins... Revenues should include any sponsorships, recommended registration fees, donations. Plan ahead and know how much you will be spending per person, does that fit the requirement per the APRA guidelines? All purchases must be pre-approved so be sure to have these details.
	How much time will you need to set up for the event? Do you have volunteers scheduled to help set-up/ clean-up?



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	Get all event details to the APRA office so they can set up event registration.
	Will you need to provide signage for people attending the event?
	Request any speaker bio's/headshot/logos so the office can include in the event registration and marketing
	Projected Budget. Return budget sheet to Programming Committee.
	Do you have a volunteer on-site who can take pictures and post on APRA social media?
1 month	
	Finalize details with presenter(s). Confirm the arrival time, parking details, AV needs, how they would like to be introduced.
	Finalize details with event venue. What time can you get in to set up the space? Do you have a cell phone number of the main contact just incase? Review all set up and AV needs.
	Finalize items that will be needed from the APRA office. The following items are available to borrow for events (pre-arrange pick up and return times): Large coffee pot, large water dispenser, utensils, APRA banner and table cover, projector, CEU forms (if approved)
	Who will be facilitating and introducing speakers? Do you have speaker bios?
	Coordinate with the office any items that need to be purchased ahead of time such as coffee, cups, plates, napkins, utensils, soda etc. Staff can meet you at Costco to pick up any of these items.
	Staff can also pay for food ahead of time either over the phone or we can give you a check to pay the day of. An invoice will be required ahead of time.
	Finalize "Run of Show" or Program
	Make a list of any other items you may need such as name tags, pens, signage...
1 week prior	
	Request final registration list from the APRA office. Make name tags.
	Review the registration list for any ADA or special accommodations that need to be made.
	Confirm all details with your volunteers and speakers. What time will each of them arrive? Be sure to give directions to location or room if necessary
	Are you getting a gift for the speaker? (Is this included in your budget?)
	Do you have copies of the final agenda?
	Send any last minute updates to the APRA office so they are able to send out to all attendees. Directions, special entrance, room name, items to bring...



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	Do you have people to check in attendees? How will they handle walk-ins?
	Place final food order (if needed)
	Send any last minute updates to the APRA office so they are able to send out to all attendees. Directions, special entrance, room name, items to bring...
	Will the food be delivered or do you have someone assigned to pick up and drop off/set up? Does it include cutlery and plate?
Day of Event	
	ARRIVE EARLY - have volunteers arrive early (at least an hour before the start) and help you set up. Be ready to go when the first person walks through the door, make sure your check-in area is clean, neat and professional
	Make arrangements for volunteers for break-down. Please do your best leave the leave the venue space better than you found it.
	Do you have a final registration list? CEU forms? Agenda?
	If CEU forms were handed out be sure to announce where to send them post event. CEU Accreditation Chair receives top white copy, attendee keeps bottom yellow copy. They can scan and send directly.
	Request/gather presenter materials to post online and be sent to participants in thank you letter.
	Do you need to save space for VIP's?
	If you are brewing coffee make sure you leave enough time for it to brew and have the cups, stir sticks, sugar and creamer.
	Have a bottle of water or cup of water for speaker?
	Be Prepared - Be Professional
Post Event	
	Thank you notes to speakers, volunteers, sponsors
	Craft a post event message for office to send to all attendees - or the office can use an standard thank you message - include any notes, handouts, links attendees may be interested in. In the post event thank you message we will include a link for post event survey
	Create a short post event follow up to share with others who may want to do this program in the future.
	Within 10 days post event send the final budget sheet to Program Committee.