CONFERENCE CHECKLIST

18-24 MONTHS PRIOR TO THE CONFERENCE

☐ Determine objectives of your event, planning committee and task assignments:
  • Theme
  • Name
  • Target Audience
  • Main Topics
  • What you want your attendees to take away from the conference

☐ Determine conference date(s):
  • Establish number of attendees, space requirements and key dates
  • Planning numbers of the required halls, sessions and exhibition space
  • Evaluating at least 3 available conference destinations and venues

☐ Research and evaluate the conference committees:
  • Research and collecting the target audience and creating a list of potential participants
  • Define the list of the possible speakers
  • Detect and contact with the possible partners as scientific and industrial societies

☐ Establish a preliminary budget and solicit sponsorship

☐ Develop the list of possible sponsors

☐ Decide the strategy of sponsorship and booth offers/rates

12-18 MONTHS PRIOR TO THE CONFERENCE

☐ Select the conference venue

☐ Set up the registration fee and conditions

☐ Begin communication:
  • (To who, How (email and social media accounts, Print)

☐ Send the first announcement – invitation letter

☐ Announce invited speakers and their information:
  • Sending “Call for Abstract” announcement including the topics and deadlines

☐ Begin abstracts collection start-end, evaluation and author payment deadlines:
  • Update the content of conference on website and integrate the communication channels

☐ Create the conference marketing plan

☐ Determine the communication channels

☐ Contact the chosen participants:
  • (Sponsors and speakers)
  • Plan and organize participants’ travel arrangements

☐ Research/decide registration management and form template to post:
  • (Website, Social Media, Print, Mobile ap)

☐ Create promotional plan:
  • (T.V., Radio, Text campaigns, MailChimp, Printed materials)

☐ Design and print any brochures, advertising materials, invitations
9-12 MONTHS PRIOR TO THE CONFERENCE

- Begin collecting registration, abstracts, bookings, payments, etc.
- Send reminder emails such as abstract submission and early bird deadlines
- Update the Invited speakers
- Declare conference program at glance
- Decide the social program of the conference
- Register the conference online event/conference calendars

6-9 MONTHS PRIOR TO THE CONFERENCE

- Continue replying to participants’ emails and requests
- Make arrangements for offered services to the speakers/participants:
  - (Flight, Hotel, Car, Business Dinner)
- Email the participants/speakers the updated information about the conference
- Manage conference registrations and related submissions
- Advertise to promote the conference with the communication channels you decided on:
  - Reminding the deadline of the early registrations
  - Any conference changes or updates audience will need to know
  - Registration close date
- Update the supplier contracts within the registered participants

3-6 MONTHS PRIOR TO THE CONFERENCE

- Review and evaluating of the abstracts by conference chair committee:
  - Notify the presenter authors about the results of their evaluation results
  - Specify content of the social program
  - Reminding the presenters of the accepted abstracts about the author payment deadline
- Finalize registrations, flights, hotel bookings for organizing committee and invited speakers
- Continue to reply to participants emails and requests
- Prepare the detailed conference program
- Design the name badges
- Design and finalize the draft of the conference program
1-3 MONTHS PRIOR TO THE CONFERENCE

☐ Send final promotion for conference registration including onsite procedure:
  • (Email, social media, TV/Radio or other campaign)
☐ Finalize the operation file and the registration list
☐ Purchase conference attendee supplies:
  • (Badge paper and holders, ribbons, maps, program, local social hot spots, attendee folders, etc.)
  • Update of the number of guaranteed participants for supplier
☐ Follow up and confirm the registrations and accommodations:
  • Follow-up on outstanding payments
☐ Announce the final conference program
☐ Determine technical equipment needed for conference and décor/room logistics:
  • Determine the presentation rules and advise the presenters
  • Finish the transportation logistics
☐ Preparation of the accommodation, tour and transfer list
☐ Preparing the conference mobile app and announce the download link

1 MONTH PRIOR TO THE CONFERENCE

☐ Gather together items and prepare the participant kits
☐ Preparing registration packets and print badges
☐ Organize a rehearsal of the conference
☐ Develop post-conference surveys to participants and to attendees

1 WEEK PRIOR TO THE CONFERENCE

☐ Organize as many conference rehearsals as needed
☐ Finalize and doublecheck the conference script
☐ Finalize and doublecheck the registrations, name badges & registration list
☐ Copy/print copies of any speeches, videos, presentations, etc. and double-check all has been received
☐ Ship the conference materials to the venue:
  • (Name badges, registration list, brochures/handouts, participant kits, media/equipment)
☐ Ensure all promotional items such as; gifts, plaques, trophies, etc. are on site
**DURING THE CONFERENCE**

- Setting up the registration table
- Check-in the registrants’ records, distributing the name badges and guiding the speakers and the participants
- Checking the room set-ups and media in each room
- Finalizing the participants list and their bookings
- Organize and manage logistics of participants, attendees, suppliers, venue staff
- Prepare the registrant information brochures

**POST-CONFERENCE**

- Pay outstanding invoices:
  - Review the invoices and submit the final payments (income, expenses etc.)
- Reconcile expenses, costs, incidentals, etc. against conference budget
- Prepare the analytics and reports:
  - (Final registration data, documentation etc.)
- Run post-marketing activities:
  - (Video clips of conference, any news coverage, etc.)
- Send communication of appreciation to the registrants, speakers and sponsors
- Send post-conference surveys to evaluate the conference
- Compile and analyze evaluation surveys for appropriate committee review/management and place with other conference reports