Eventbrite

The Event Organizer's Pre-Event, De-Stress Checklist

The days leading up to your event can be hectic. Your months of hard work and planning have all lead up to this. You have a million loose ends to tie up, and the clock is ticking.

While we can't guarantee that everything will go exactly to plan at your event (is that even possible?), we can help you rest a little easier with this essential pre-event checklist. Set aside a few hours to go through these items one by one to set yourself up for (de-stressed) success.

Tighten up your timeline

Review your ideal timeline for the day: What time should trucks be done unloading? When should attendees be through the door/gates? When do you need to be packed up and off-site? Keep your hour-by-hour timeline on hand throughout the day, so you know when you're behind (or ahead of) schedule.

Review roles and responsibilities

Take one last look at who on your team is handling what during the event. Make sure you've designated a point person for even the seemingly small things — like stocking up on water and ice. What seems like a small task now could become a huge problem if you don't have a coverage plan.

Confirm your communication plan

Make sure you and everyone on your team knows how you will communicate on the day of your event. Will you be using radios, or relying on WiFi? What happens if the WiFi goes down, or something goes wrong? Make a plan for escalating and resolving unforeseen issues. And it never hurts to bring along a couple of MiFis just in case the internet goes down.

Put together "emergency" kits for your team

Everyone working your event will appreciate a day-of "emergency" kit. Pack bags with essential items like phone chargers and printed contact numbers, granola bars, aspirin, earplugs, or whatever else will help your team make it through the day.

Look for holes

Set aside 15-20 minutes to walk through your venue before the event starts, keeping an eye out for weak spots. Look for areas that require additional attention: maybe you have a networking issue or your caterer doesn't know about providing coffee to the union crew. Catching these would-be issues early on can do wonders throughout the day.

Make time to enjoy your event

Block off a window of time, even if it's just a few minutes, to step back and enjoy your event. It's easy to get swept up in the madness of the day, but this is what you worked so hard to create — you should be a part of it! Plus, this perspective will give you a better sense of your attendees' event experience.

Get some rest

One of the biggest mistakes organizers make in the days leading up to their event? Burning themselves out before the show even starts. You don't want to be too exhausted to handle what the day throws your way. Showing up rested and ready to go benefits everyone at your event. So get some sleep, and find time to disconnect from your work now and then, if only for a few minutes at a time.

Plan a post-mortem

Put time on the calendar the day after the event to go through everything that worked — and didn't work — while it's still fresh in your mind. Gather your team for a post-mortem, and document your conversation so you have it on hand for the next event. Don't forget to build in time for a celebratory drink at the end. You deserve it!

Use this checklist to put your mind at ease before your next event — and good luck out there, we know you'll be great!

For tips on running a smooth day-of operation, check out this on-demand webinar, "How to Build a Fail-Proof Onsite Logistics Strategy."

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