

EVENT HOST CHECKLIST

Please read the [2017 OBM Event Host Prospectus](#) and confirm your proposed event meets the terms and conditions and relates to the key themes identified.

5-6 months prior

- Identify your event objectives and theme/topic.
- Complete a draft event agenda/ program for your event.
- Confirm your presenter/facilitator.
- Prepare a budget to track revenue and expenses for the event. Consider the cost of attendance if you plan to charge.
- Set the date and time for your event; avoid holiday periods and clashes with similar events.
- Organise a venue ensuring that their capacity and location suit your budget and requirements.

4 months prior

- Source, bio and photos of your presenter and make necessary travel arrangements.
- Organise AV, catering and/or photography for your event as required. Most venues will be able to assist with this but may have rules regarding external suppliers.
- Determine how you will manage registrations and/or ticketing for your event. Websites such as Eventbrite, Sticky Tickets and Trybooking can provide online event ticketing and payment solutions.
- [Register your event with October Business Month. Registrations close 30 June 2017.](#)

2 months prior

- Contact clients and professional networks and encourage them to promote your event to their networks.
- Promote your event on your organisation's social media accounts and share with OBM's social media pages.
- Consider purchasing print, television, radio and/or online advertising.
- Add your event to your social media accounts and share with OBM on Facebook, Twitter and LinkedIn.

1 month prior

- Finalise running sheet for your event and circulate to all relevant parties.
- Finalise/re-confirm venue, catering, AV and photography requirements and bookings.
- Obtain and test copies of presentations using the same equipment that will be used on the day of the event. Pay particular attention to video and audio in presentations and running order.

3 days prior

- Send out reminder to all registered attendees.
- Print event documents (OBM evaluation survey, running sheet, speech notes, phone numbers, etc.)

Day of event

- Arrive one hour early to setup and ensure that everything is ready, including AV requirements.
- Setup directional signage, promotional banners and registration table, (registration list, pens, etc.)
- Ensure attendees are provided an OBM evaluation form to complete after the event.

Post Event

- Email completed evaluation forms and advise final attendance numbers to business.dtbi@nt.gov.au.
- Post photos of your event on social media and share with OBM on Facebook, LinkedIn and Twitter.