

EVENT SUCCESS CHECKLIST

(Version 1.0 – © Arthur L. Hopkins | OneHeart Events)

Purpose: A one-page, end-to-end roadmap that keeps every stakeholder aligned, on-track, and energized; from the first brainstorm to the final encore.

1 · DEFINE THE BASICS

- Clarify ONE core outcome (business, learning, community?)
- Draft Audience Avatar (job role, hopes, pain)
- Choose Event Framework (summit, retreat, mastermind)
- Write Purpose Statement (≤20 words) & Success Metrics
- Pro-Tip: If the purpose statement cannot fit on a T-shirt, it's not clear enough.

2 · LOGISTICS & INFRASTRUCTURE

- Confirm Date Range + Backup Dates
- Venue Shortlist (cap, layout, AV, green room)
- Site Visit & Contract Negotiation
- Catering Menu & Dietary Matrix
- Internet Speed Test & Backup Hotspot
- Accommodation Block Code
- Permits & Insurance (COI)
- Hybrid Streaming Vendor / Platform

3 · SPEAKERS & PRESENTERS

- Build Speaker Matrix (topic, goal-fit, Demographic score)
- Outreach Email & Offer Sheet Sent
- Speaker Confirmation & Contract
- Collect Bios, Headshots, Tech Rider
- Pre-Event Briefing Call Scheduled
- Slide Deck Deadline (→ production)
- Travel & Accommodation Finalized
- Backup Speaker Identified

4 · EVENT PROMOTION & MARKETING

Website Landing Page w/ CTA & Countdown
Email Drip Sequence (Save-the-Date → Cart Close)
Social Media Calendar (Hashtag + Theme Days)
Press Release & Media Kit Distribution
Partner / Sponsor Co-Promo Assets
Paid Ads (Meta/LinkedIn) – Budget & KPIs
Influencer 'Ripple' Challenge Launch
Final Push: "Last-Chance" Flash Sale

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5 · SPONSORS & EXHIBITORS

Create Tiered Sponsorship Deck (Bronze → Title)
Identify Top-Fit Brands & Warm Intros
Pitch Calls & Follow-Up
Contracts Signed & Invoices Sent
Collect Logos, Ads, Booth Specs
Sponsor Activation Plan (stage shout-outs, giveaways)
Exhibitor Load-In / Load-Out Schedule
Post-Event ROI Report to Sponsors

6 · ATTENDEE REGISTRATION & MANAGEMENT

- Registration Platform Live (GHL / Eventbrite)
 - Ticket Types & Pricing Tiers Set, Confirmation Email w/ Calendar .ics
 - Mobile Check-In App & QR Codes
 - Name Badge Print & Alphabetized
 - Liability Waivers Digitally Signed
 - Special Needs / Accessibility Logged
 - Post-Event Survey Scheduled
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BONUS – SHOW-DAY QUICK LIST

90-min before doors: Final AV check + walk-through
Registration open, greeters in place
Speaker Green Room stocked & schedule posted
WiFi QR codes at entrance
Photographer shot list on lanyard
First-aid & security briefed

Remember: Energy flows where clarity goes. Use this checklist as your event's heartbeat—update dates, assign owners, and watch every ripple hit on cue.