

# Event Management Checklist & Case Study

This paper was prepared for the @your library champions workshop by Marion Roubos-Bennett, Education and Client Liaison Services, State Library of New South Wales.

## Before the event begins

### Catering

- Check arrival of beverages and food and that it is as ordered
- Ensure that waiter service commences and has ceased at the time appointed
- Ensure refreshments are available for speakers and entertainers

### Venue

- Finalise details of set up and ensure set up is as required
- Check no unforeseen incident has occurred, no obstructions in the area
- Check venue is clean
- Check green room is ready

### Set Up

- Check stage set up and room layout is as required.
- Guest seating and reserved seating as required
- Signage 'No food' and 'Promotional' in place (banners, lectern, signs, surveys)
- Check all other arrangements in place (bookshop, catering station)
- Confirm technical requirements (overhead or slide projector, PowerPoint, tape recorder) are in place
- Ensure spare bulbs, spare tapes are available

### Sound & lighting

- Parking booked if external technician
- Background music is playing or entertainers area is ready
- Lighting according to arrangements
- Technician to stop music before speeches commence
- Arrange sound check with microphones for speakers

### Security

- Confirm speakers or VIP parking as organised in advance
- Air-conditioning suitable to number of guests attending
- Security in place as arranged

### Money matters

- Issue cab vouchers to relevant people
- Check cash float denominations if paid event
- Ensure cash register is ready and staffed if paid event

### Meet and greet

- Check time of arrival of guest speaker, entertainers
- Check which entrance guests are arriving
- Ensure persons to meet speakers, dignitaries or entertainers are available

### Reception

- Print name labels

- Setup the reception table with name labels, blank labels, black marking pens
- Check reception table is tidy
- Cloak racks umbrella stands available
- Ensure fliers or other promotional material is available

#### Other staff

- Check staff undertaking roles are aware of their roles at least 30 minutes prior
- Monitor arrival of guests
- Confirm Volunteers assisting and that they have arrived
- Check photographer has arrived if required

#### Order of Proceedings

- Note unannounced VIPs attending to be mentioned in the official welcome speech and let speakers know
- Distribute to speakers, officials and staff attending
- Advise MC on appropriate time to commence official proceedings

### **The event begins**

#### Host

- Be there! Always watching! Ready for anything!
- Be prepared! Have well rehearsed introduction notes
- Signal entertainers to play
- Silence the crowds (ring a bell)

#### Guests and Official Party

- Ensure official party, sponsors, family members of winners, VIPs, entertainers arrive and are aware of seating arrangements and starting time
- Ensure official party are served refreshments (entertainers comfortable with arrangements)
- After speeches ensure service and music recommenced and the official party has been served
- Arrange for photographs to be taken if required
- Thank the speakers from the floor, give gifts

#### The audience

- Everybody happy
- Look after latecomers

### **After the event**

#### Close

- Thank speakers personally, give feedback, comments
- Notify security when the area is vacant
- Finalise money matters and secure cash register
- Once proceedings/catering has ceased ensure guests have left before you leave

### **The following day**

- Thank all concerned, follow up letter
- Ensure venue is clean, back to normal, equipment furniture returned
- Have a debrief, did all go to plan, how could things be done differently

# State Library of New South Wales

## Events management

### Case study

#### **Planning an event and launching a display — @ your library**

How does the event link to our library?

What do we want to achieve with the event?

Who is the audience? Or which audience do we want to build or develop?

Who or what could be the drawcard?

What does the community want?

What type of event will it be?

What has worked before?

Do we want to link it to something happening in the community?

What kind of launch do we want for the opening of the display?

What do we want to achieve from the launch?

Do we want to seek sponsorship?

What do we get out of it?

What do they — the people who come to the event — get out of it?

Do we want to make a particular point?

What are we going to call the event?

Have we decided on a date where it will have enough lead-time to promote, advertise?

Do we have budgetary restraints?

**State Library of New South Wales  
ORDER OF PROCEEDINGS**

**Literature 2004**

***A writer's life***

Dixson Room, Mitchell Wing

**5.30 pm for 6 pm start Thursday 12 August 2004**

- 5.30 pm **Gerard Windsor, Frank Moorhouse, Judy Nunn and Sophie Cunningham** arrive and meet in Shakespeare Room, Mitchell Wing. (light refreshments will be available) (30 mins)
- 6 pm** **Justice David Levine** to welcome audience and introduce Gerard Windsor (2 mins)
- 6.02 pm** **Gerard Windsor** introduces Frank Moorhouse, Judy Nunn and Sophie Cunningham to the audience and lets them know there will be time for questions after the discussion. Gerard speaks for 10 minutes. (10–15 mins)
- 6.15 pm** Speaker 1 (10–15 mins)
- 6.30 pm** Speaker 2 (10–15 mins)
- 6.45 pm** Speaker 3 (10–15 mins)
- 7 pm** **Gerard** to facilitate discussion with all speakers and open the floor to questions from the audience (20 mins)
- 7.20 pm **Justice David Levine** to thank all speakers, directing audience to the book sales and author signings and conclude proceedings. (2 mins)
- 7.20 pm Book signings in Dixson Room (15 to 20 mins)
- 7.30 to 7.45 pm Close