

Event Run-of-Show

Work through this for your next event and nothing slips. It covers a chamber mixer, a fundraiser, a workshop, or a members-only meetup. Print it or save as PDF and hand it to your team.

1 Four weeks out

- ☐ 1 Lock the date, venue, and budget.
- ☐ 2 Create the event and open ticketing or RSVPs.
- ☐ 3 Announce to all members by email, in the app, and on social.

2 Two weeks out

- ☐ 4 Confirm speakers, sponsors, and volunteers.
- ☐ 5 Send the second announcement and schedule the automated reminder.
- ☐ 6 Finalize the run of show below and assign an owner to each segment.

3 One week out

- ☐ 7 Confirm headcount and catering or materials.
- ☐ 8 Send a "what to expect" email to everyone registered.

4 Day before

- ☐ 9 Send the 24-hour reminder, the biggest lever on turnout.
- ☐ 10 Confirm your check-in method and load or print the attendee list.

5 Day-of run of show

- ☐ 11 Doors and check-in open (set a time and an owner).
- ☐ 12 Welcome and housekeeping.
- ☐ 13 Main program or speaker.

- ☐ 14 Networking or activity.
- ☐ 15 Call to action and thank you.
- ☐ 16 Close and teardown.

6 After the event

- ☐ 17 Send the thank-you email within 24 hours, with photos or the recording.
- ☐ 18 Give attendees one clear next step: join, renew, or the next event.
- ☐ 19 Follow up with no-shows and invite them to the next one.
- ☐ 20 Log attendance and revenue, and note what to change next time.

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