Your client event checklist

10 things to keep on top of, from booking the venue to the conversations on the day.

VENUE & LOGISTICS

- [ ] **01** Venue access and parking
  Confirm free parking, step-free entry and accessible toilets with the venue.
- [ ] **02** AV tested, then tested again
  Slides, mics and guest speakers. For webinars, do a full tech run-through first.
- [ ] **03** An ops schedule everyone has
  Timings, roles and key contacts in one document, shared with the whole team.
- [ ] **04** A plan for no-shows
  Guests' phone numbers to hand, and a friendly reminder the day before.

DELEGATE EXPERIENCE

- [ ] **05** A warm welcome at the door
  A named host greeting every guest as they arrive.
- [ ] **06** Name badges, spelt right
  Check every badge against the final RSVP list.
- [ ] **07** Dietary requirements confirmed
  Keep the venue up to date as RSVPs come in, and offer good alcohol-free options.
- [ ] **08** Someone looking out for quieter guests
  Make introductions so nobody's left standing on their own.

OPPORTUNITIES ON THE DAY

- [ ] **09** Staff briefed on who to speak to
  Key clients, their families and any prospects in the room.
- [ ] **10** Contacts and conversations noted on the day
  Write them up that evening, ready for your 48-hour follow-up.

Any questions at all, just give me a shout.

Jas Nattrass · jasmine.nattrass@weareverve.co.uk