CBMC Event Strategy – Hosting Stage

There's lots to do on the day of the event, but with good communication, preplanning and organization, the event will flow smoothly from beginning to end. Here are a few suggested best practices in the form of a checklist. Feel free to modify the list to your event needs and process.

On the days leading up to the event

- ❑ Ensure safety guidelines are shared with all registrants through the reminder email(s)
- ❑ Set up tables and decorate
- ❑ Clearly label tables with table host names / sponsorship names
- ❑ Ensure all promised promotions have been arranged and set up as communicated to sponsors
- ❑ Place response cards/pens on tables (Note if you are using online response cards, make sure to create and print a QR code to display on each table - *See a template of an* [online response card](#).)
- ❑ Set up directional signage (don't forget the parking area / lobby area)
- ❑ Prepare the registration area or check-in desk (visible signage helps designate this area)
- ❑ Prepare nametags, if utilizing, and layout at registration area
- ❑ Set up and test the speaker sound, microphones, etc.
- ❑ Walk through the venue and agenda with event speaker, emcee, greeters, and others serving
- ❑ Prepare your follow up email in advance so that it can go out as soon as you get your event photos, videos, recording, highlights, and/or links to feedback or surveys added to the email.
- ❑ Contact sponsors/table hosts to encourage them to communicate their table number with their guests

On the day of the event

- ❑ Arrive early & pray together with event committee/organizers/those serving
- ❑ Give last minute instructions to greeters and have them in place before the doors open
- ❑ Ensure that the hosts at the registration desk/area are set up and ready to go before the doors open
- ❑ Have a couple laptops set up with the event registration page open in case someone shows up that hasn't registered yet
- ❑ Recognize sponsors, thank donors, welcome all guests, encourage future connectivity, etc.
- ❑ Smile. Seems simply, but when you're busy and focused on tasks at hand, you can forget to smile. Smiling is friendly and an easy way to make everyone feel welcome, plus it's contagious! 😊
- ❑ Assign team leadership/committee members reverse-greeting as event goers exit the event.