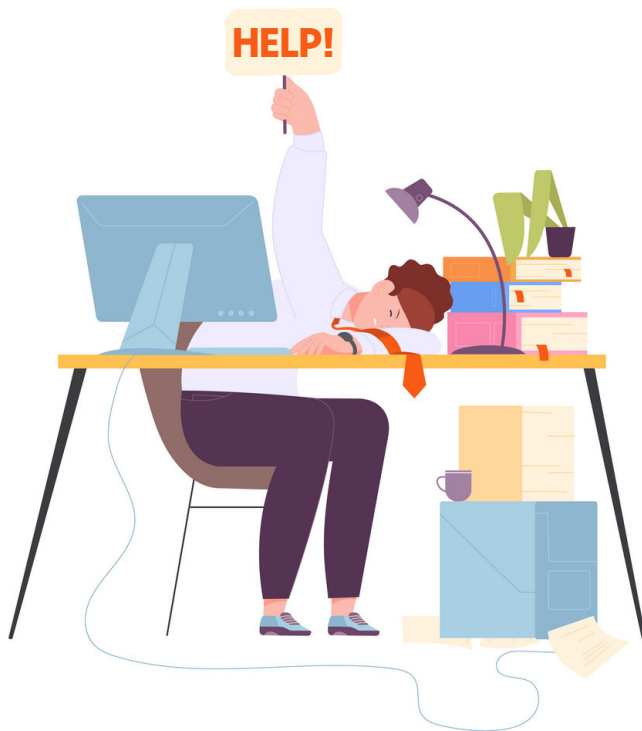


Visit Yankton's

EVENT PLANNING CHECKLIST



WE GET IT,
EVENT PLANNING
IS COMPLICATED.

THERE IS SO MUCH
THAT GOES INTO HOSTING
A SUCCESSFUL EVENT.

Visit Yankton has your back and we are here to help you every step of the way. Whether you're a first-time event planner, a seasoned veteran, or trying to maneuver your way through hybrid events, we will help you find the resources you need to make your next event in Yankton one to remember.

This checklist will be a helpful resource to guide you through the execution of your event, from beginning to end.

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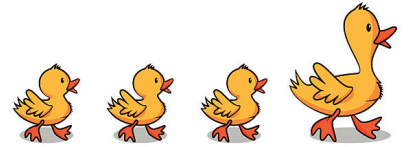
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Visit
Yankton
SOUTH DAKOTA

June 2023

BEFORE THE EVENT

Get your ducks in a row



1. PROJECT MANAGEMENT

- Set your budget, collect inspiration, & establish goals for your event
- Identify your team - assign responsibilities & roles
- Determine the type of event - in-person, hybrid, or virtual
- Set your date - make sure there are no conflicting holidays or community events & you have plenty of time for planning

2. VENUE SELECTION

- Find your venue - make a shortlist of options based on your preferred attendance
- Determine if the venue has all the technology & equipment you need
- Confirm availability & pricing
- Set a time to test Wifi & AV equipment well in advance of the event

<https://www.visitanktonsd.com/plan/group-planning/>

3. LODGING

- Evaluate the types of lodging in the area & determine which venues would suit your guests
- Ask about availability & reserve blocks of rooms

4. VENDORS & PARTNERS

- Confirm availability of the speaker, service provider, or entertainment
- Coordinate accommodations (if applicable)
- Sign agreement with vendor once the details are confirmed

5. MENU PLANNING

- Determine if the venue has onsite catering - if they do, discuss snacks, meals, & beverages
- If an outside caterer is necessary - evaluate options & pricing

<https://business.yanktonsd.com/list/gl/restaurants-food-beverages-22>

6. MARKETING

- Identify your event objectives - who will attend?, why will they attend?
- Assess the success of prior year efforts - look for insights to apply to this year's plan
- Determine how you will reach the audience
- Create a marketing schedule - outline deployment & reach

7. LICENSES & PERMITS

- Ensure you have all the required permits, licenses, & insurances
- Identify potential risks & create a contingency plan

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DAY OF THE EVENT

Work your plan

1. FINAL CHECKS

- Double check your registration list - make sure you are ready for that number of people
- Test Wifi connectivity and all AV equipment
- Check all branded items and make sure they are in the correct location

2. CHECK-IN

- Make sure your registration staff has a list of frequently asked questions and understands the layout and schedule of the event
- Test your check-in tools (tablets, computers) & double check your attendee list

3. CATERING

- Run through the details with the catering manager & confirm special dietary requirements
- Have water available for speakers and staff

4. HEALTH & SAFETY

- Complete a safety check of the facility
- Confirm all safety paperwork & waivers are in place

AFTER THE EVENT

Evaluate your success

1. PROJECT MANAGEMENT

- Get feedback from the stake holders & team members
- Thank all the performers, presenters, suppliers, & team members
- Reconcile invoices & contract agreements
- Deploy satisfaction survey to attendees
- Analyze, measure, & report data



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