



EVENT CHECKLIST

- Identify goals
- Outline budget
- Choose date and location
- Site location secured, contract signed
- Secure hotel block
- Secure entertainment/AV/catering/photographer
- Create and open registration
- Create event website/add to event listings (AWEA will include all events on www.americanwindweek.org)
- Create invite list and send invitations
- Market your event via email blasts, social media, blog posts and advertising
- Identify potential event sponsors/partners and work with them on promotion
- Confirm speakers/run of show
- Order merchandise/give away items
- Create event signage
- Confirm staff travel
- Send final numbers to caterers/venue
- Enjoy the event! Be sure to collect contact information from attendees
- Send post event survey
- Report back to AWEA on the success of the event