

Organising means planning ahead.
Organiser's check-list: 450 steps to a successful event

Phase I – Preparation

1. Identifying what is needed

		To do Number	Underway Capacity	Completed Equipment
a) Meeting areas				
Conference rooms	opening session			
	closing session			
	plenary sessions			
	commissions			
Offices	administration			
	specialised secretariat			
	members of Bureau (Chairperson, Secretary General...)			
	press			
	accommodation coordinators			
Premises	for staff: reception staff/hostesses...			
	storage			
	for caterers			
	for test projections			
	photocopy room			
	cloak room			
Other areas	expo area for stands			
	poster display space			
	reception area			
	lounge area/cybercafé			
	for coffee breaks			
	for lunch breaks			
	for cocktail evenings			
	for soirées			
b) Accommodation (estimated)		Dates	Number	Star rating
Rooms	participants			
	speakers			
	stand-holders			
	organisers			
	journalists			
	interpreters			
c) Social events programme		Dates	Number	
	gala evening			
	other soirées			
	cocktail evenings			

d) Transport – Transfers		To do	Underway	Completed
Transport	contact: Air France, Air Liberté, AOM			
	contact: SNCF (French railways)			
	contact airport/railway station information desk			
Shuttles		Dates	Number	
	airport			
	railway station			
	hotels			
Coaches	soirées			
	cocktail evenings			
	outings			

2. Setting the schedule

	To do	Underway	Completed
Conference programme			
Printing and publishing			
Publicity			
Expo area			
Social events programme			
Administration			
Budget			

3. Researching locations

a) Location		To do	Underway	Completed
Time from Convention Centre to:		On foot	By car	By bus
	station			
	airport			
	city centre			
Signposted from:		Yes	No	
	station			
	airport			
	city centre			
b) Convention Centre		Capacity	Facilities	Price
Rooms	name =			
	name =			
	name =			
	name =			
	name =			
	name =			
	name =			
	name =			
	name =			
Offices	name =			
	name =			
	name =			
	name =			
Expo areas	name =			

b)Convention Centre (contd.)		Capacity	Facilities	Price
Catering areas				
	lunch			
	coffee breaks			
	cocktail evenings			
	soirées			
Communal areas				
	cloak room			
	lounge area			
	reception area			
	toilets / telephones			
Services available		Yes	No	Price
	accommodation			
	organisation of outings			
	registration			
	management of exposition			
	press liaison			
	interpreter recruitment			
	meals (from -)			
	cocktail evenings (from -)			
	coffee breaks			
	soirées (from -)			
	bar			
	cybercafé			
	reception staff/hostesses			
	technicians			
	security			
	cloak room service			
	cleaning of stands			
	simultaneous interpreting equipmt.			
	expo stands			
	display boards			
	electricity			
	telephone			
	slide projector			
	film projector			
	video projector			
	overhead projector			
	computers			
	signposting / notice boards			
	making / hanging banners			
	flags available			
	floral arrangements			
	photocopy service			
	speaker name plates			
	recording of conference sessions			
	message service			
Parking	(public, private)	Number		

4. Budget

		To do	Underway	Completed
Expenses	conference centre			
	printing and publishing			
	publicity			
	exposition			
	social events programme			
	accommodation, transfers			
	activities and services provided			
	secretariat			
Takings	registration fees			
	sponsors / advertising			
	stand-holders			
	additional services (hotels...)			
	subsidies			

5. Setting the programme

		To do	Underway	Completed
Programme	themes			
	sessions			
	plenary session			
	workshops / committees			
	opening session			
	closing session			
Speakers	letter of invitation			
	reminder / confirmation			
	session chairperson			
	request for speakers' texts			
	equipment needed (video)			
	transport / accommodation			
Abstracts	call for abstracts			
	sent			
	received			
	sorting / key word classification			
	selection committee			
	allocation to sessions			
	confirmation sent to authors			

6. Publicity

		To do	Underway	Completed
Mailing list data base	gather data			
	updating			
	purchase			
Mail-out	selection of mailing house			
	draft programme			
	registration form			
	draft programme			
	fax / e-mail reminders			

PUBLICITY (contd.)		To do	Underway	Completed
Press	contact list			
	press releases			
	purchase of ad / space			
	clipping agency			
	press attaché			
Internet	press conference			
	e-mail address list			
Invitations	create website			
	personality			

7. Printing and publishing

	To do	Underway	Completed
Logo / letterhead			
Initial advertisement			
Draft programme, registration form, abstract form			
Reminder			
Definitive programme			
Book of abstracts			
Hard-copy /CD-Rom conference minutes			
Press file			
Invitation to opening session / soirée / cocktail evening			
Badges			
Speaker name plates			
Tickets for meals / outings			
Stand-holder presentation			

8. Exposition

	To do	Underway	Completed
Send commercial dossier			
Briefing for stand-holders			
Technical dossier			
Administration			
Plan, positioning of stands			
Print expo handbook			
Exposition insurance			
Security			
Cleaning of stands			
Signposting			

9. Accommodation

	To do	Underway	Completed
Managed directly	hotel selection		
	price negotiation		
	allocation of reservations		
	a signed contract per hotel		
	reservations confirmed		
	reservation slip made		

Accommodation (contd.)		To do	Underway	Completed
	slips received			
	allocation per hotel			
	receipt of deposits and payments			
	accommodation voucher sent			
	changes noted			
	rooming-list per hotel sent			
Sub-contracted	itemised contract signed			
	monitoring of reservations			
Shuttles	link hotels and convention centre			

10. Social events programme

		To do	Underway	Completed
Soirées				
	room hire			
	room layout (table arrangement)			
	caterer			
	show			
	decoration			
	sound			
	participant registration and payment			
	reception and supervisory staff			
Outings				
	choice of route			
	undertaken directly or sub-contracted			
	coach operator			
	reservations			
	tour guides (multilingual)			
	registration			
Official receptions				
	contact Town Hall			
	prepare speech			

11. Transport / Transfers

		To do	Underway	Completed
Managed directly				
	negotiate with official air carrier			
	send discount slips			
	chartering			
	set up shuttles			
	car rental service			
	public transport pass			
	chauffeur-driven cars, VIP welcome			
	special reception			
	temporary taxi rank (soirée, cocktail evening...)			
Sub-contracted to a travel agency				

12. Sound, lighting and other services for the conference

		To do	Underway	Completed
Conference rooms				
	opening session			
	professional facilitator			
	videowall			
	lighting effects			
	flags			
Communal spaces				
	closed circuit video			
	e-mail			
	cybercafé			
	interactive terminals			
	sound			

13. Hired staff

		To do	Underway	Completed
Hostesses	rooms			
	reception			
	on-the-day registration			
	speakers			
	spouses			
	outings – soirées			
	accommodation			
	reception for stand-holders			
	secretariat			
	press			
	meet-and-greet station/airport			
	cloak room			
	photocopying			
Other	interpreters			
	technicians			
	stenotypists			
	security			
	packers			
	guides (outings...)			

14. Other services

		To do	Underway	Completed
Bank	prefinancing			
	on site foreign exchange			
Travel agencies				
	hotels			
	outings			
	tickets			
Professional organisers				
	organiser/organisation consultant			
Insurer	civil liability insurance			
	cancellation insurance			
	comprehensive cover for exposition			
	assistance for participants			

Other services (contd.)		To do	Underway	Completed
France Télécom				
	telephone lines			
	public telephones			
	internet			
Police headquarters (French Préfecture)				
	compulsory declaration			
Other contractors				
	removals			
	courier			
	photographer			
	computer rental			
	first aid (mobile medical emergency service, <i>SAMU</i> in France)			
Manufacturers	for badges			
	for participants' souvenir bags			
	for participants' souvenir gifts			

15. Administration

		To do	Underway	Person in charge
Registrations				
Following up contacts				
	speakers			
	participants			
	spouses			
	invited guests			
	stand-holders			
	organising committee			
	contractors			
	convention centre officials			
Accounting				
Accommodation				

Phase II – Running the conference itself

1. Final preparations

		To do	Underway	Person in charge
Print-outs	arranged by registration N°			
	arranged by category			
	in alphabetical order			
	arranged by country			
	arranged by paid fees			
	arranged by outstanding fees			
	accommodation			
	stand-holders			
	soirées			
	outings			
	pre- / post-conference			

		To do	Underway	Person in charge
Badges	printing			
	checking			
	categorising			
Participant file	souvenir bags			
	invitations			
	programme			
	meals (vouchers)			
	advertising insert			
	participant list			
	security committee			
Security	instructions to security personnel			
	hostesses			
Instructions / scheduling	technicians			
	security personnel			
	deliveries			
	small office supplies			

2. Site facilities

		To do	Underway	Person in charge
Check	expo and poster panel layout			
	room facilities			
	office facilities			
	communal space facilities			
	exterior signposting			
	room location signs			
	public-address system			
	speaker name plate			
	radio telephone			
	Information	city map		
list of hotels				
directories				
list of restaurants				
services and side events				
internal telephone directory				
list of participants for notice board				
expo floor plan for notice board				

3. Briefings

		To do	Underway	Person in charge
Hostesses	introduction to conference			
Security personnel	decide on procedures			
Secretaries	distribution of documents			
Conference Centre team	assign tasks			
	visit all premises			
	timetables			
Interpreters				
Participants				
Technicians				

Welcoming the participants

		To do	Underway	Person in charge
Stand-holders	hand out file and badges			
	check stand			
	pre-registration			
	outstanding registration fees			
	on-the-day registrations			
	dispute settlement			
	accommodation problems			
	registration for optional soirées			
	registration for outings			
	payment			
	make badges			
	souvenir bag and documents			
update list				
Spouses				
	pre-registration			
	outstanding registration fees			
	on-the-day registrations			
	individual file and badge			
Speakers	souvenir bag and documents			
	individual file, badge, invitations			
	souvenir bag and documents			
	collect text of presentation			
	collect AV material			
Press	test projection			
	introduce to session chairperson			
	check press cards			
	press file			
	"Press" badge			
	reception in press room			

4. Supervision

		To do	Underway	Person in charge
Before	session timetable			
	test projection of AV material			
	arrange documents by session			
	submit texts to interpreters			
opening session				
	reservation of front row seats			
	official rostrum			
	team of stewards			
poster presentation	decoration			
	allocation of panels			
	signposting			
	distribution of documents			

		To do	Underway	Person in charge
During	hostesses			
	interpreters			
	technicians			
	sound and microphones			
	audio-visual			
	lighting and air-conditioning			
	lectern			
	positioning of rostrum			
	drinks for speakers			
	name plates for speakers			
	room decoration			
	headphones for interpretation			
	signposting of the room			
	seats			
	recording (audio or video)			
After	collecting headphones			
	collecting AV material			
Opening of expo				
Coffee breaks	timetable, set-up, numbers, quality			

5. Social events programme

		To do	Underway	Person in charge
Accommodation	daily contact with hotelier			
	noting of any "no shows"			
	changes to arrival or departure dates			
	dispute settlement			
Outings	arranging coaches			
	instructions to drivers, guides			
	supervision of departures			
	coach signs			
	report after each trip			
Soirées, cocktail evenings				
	confirm number of participants			
	check arrangements			
	hostess briefing			
	check table layout			
	contact musicians: timetable, rates			
	admission procedure			

Phase III – Winding things up

		To do	Underway	Person in charge
Press				
	follow up the clipping agency			
	compile the press-book			
	send the press file			
Speakers	letter of thanks			
	send minutes of the conference			
Participants				
	questionnaire on satisfaction			
	preferred themes for next edition			
	send minutes of the conference			
Stand-holders				
	questionnaire on satisfaction			
	letter of thanks			
	complete list of conference-goers			
Contractors				
	receive and settle invoices			
	settlement of any disputes			
	letter of thanks			
Statistics				
	progression of registrations over time			
	number of meals			
	number of hotel rooms			
Data base				
	update data base			
Budget				
	settle and close accounts			