



Gather

The Checklist Every Events Program Needs

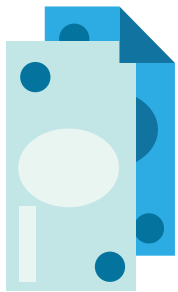
A Guide and Checklist



The Checklist Every Events Program Needs

Much like every event planner and venue manager, Gather knows that the key to a successful event is organization. And what better way to stay organized than with a detailed event program checklist? Along with Gather's management software platform, a one-page list of reminders to check off before, during and after hosting an event will help keep details from slipping through the cracks so you and your client have the best possible experience.

Here, you'll learn about the latest event-planning stats, get insightful tips from industry pros, and receive your own printable Gather Event Checklist PDF to use when planning your next event.

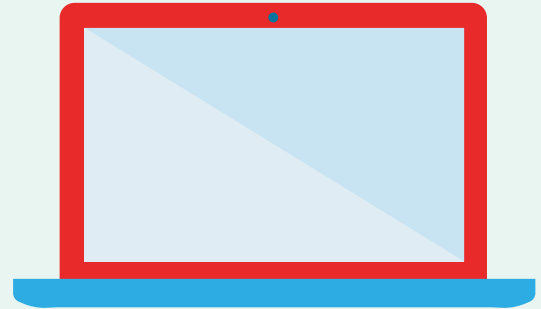


In 2015, the event industry made
\$5B
in revenue

Events Programs By The Numbers

The 2015 IBISWorld market research report says that in 2015, the party and events planners industry made \$5 billion in revenue, growing by nearly 5% overall from the previous year.

According to the 2015 Meeting Professionals International Report, about 1.8 million meetings and events occur in the United States each year. These meetings and events contribute more to the GDP than the air transportation, motion picture, sound recording, performing arts and the spectator sport industries. The meeting and event industry employs 1.8 million jobs in the United States.

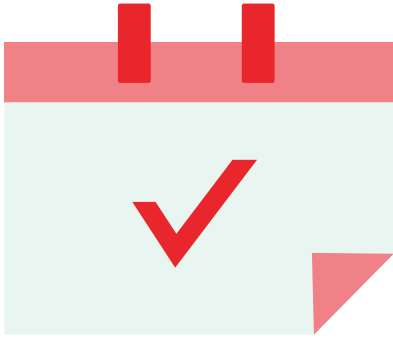


In a 2016 survey, Gather found **that the top event management tool to facilitate these many meetings and events is event software, followed by Google Calendar.**

"For us, it starts with the very first conversation. We give our clients detailed menus, sample proposals, and a concise list of policies. The more thought you put into the kinds of events that you want to host and that you can host well, the less your client has to create and plan and the less you'll be caught outside of your areas of strength. We've also learned that there is really a maximum of two people a client can talk to when planning an event. **Too many hands in the pot is confusing and frustrating on both sides and almost always leads to mistakes.**"

– Kiri Fisher, Owner

The Cheese School of San Francisco



Event Planning Milestones

- **4-6 months ahead of the event**, pick an event date (with a backup date if possible), decide what the goals and objectives are for the event, decide on the venue, get cost estimates, and decide who the event team will be.
- **3-4 months ahead of the event**, finalize venue space details (special permits, liquor licenses, etc.), solidify invite list, and brainstorm drink and menu options.
- **2 months ahead of the event**, reconfirm the availability of event team, send out invites to guest list, and finalize drink and menu lists.
- **1 month ahead of the event**, decide on seating plan (if applicable), finalize attendees list, confirm food and drink orders, brief team members on run of the event, give guest list number to caterer/kitchen, and reconfirm details with client.
- **The day before the event**, ensure all decor is on site and that venue is ready for setup, and check in on any last-minute needs of client.
- **The day of the event**, do a pre-event check-in with team members to ensure everyone is on the same page, maintain reachability if client has any pressing needs, and monitor catering/kitchen to ensure proper flow of food and drink service.
- **After the event**, update event budget, ensure all documentation is up to date, return any rented items in their same condition, follow up with client.



About
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“Be flexible – not everyone’s event is the same. It’s important to find out additional details so you can create the best suited experience for them.

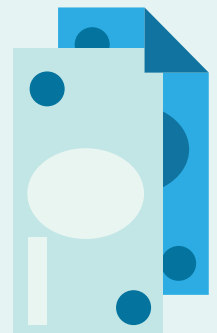
Are they conducting a business meeting? Give them a shortened menu to be in and out, your most private room, and AV rental options. Also, it’s important to secure the final guest count, double-check the event timing and confirm any known allergies with the client about three business days prior to event to ensure there are no day-of surprises.”

– Kelsea Albrecht, Director of Sales & Catering, Mina Group

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Event Checklist

2 MONTHS BEFORE THE EVENT...

- Reconfirm event team's availability
- Send out invitations to guest list
- Finalize drink lists and menus

A WEEK BEFORE THE EVENT...

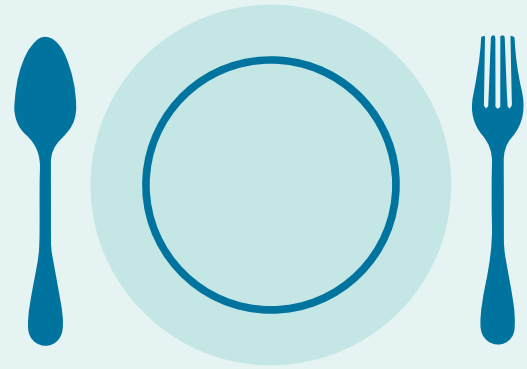
- Decide on a seating plan
- Finalize list of attendees
- Confirm food and drink orders
- Brief team members on event plan
- Give guest list number to kitchen
- Reconfirm detail with client

A DAY BEFORE THE EVENT...

- Ensure all decor is onsite for setup
- Ask client for any last-minute needs

THE DAY OF THE EVENT...

- Check in with team members and ensure everyone's on the same page
- Stay reachable to your client
- Monitor catering for proper flow of food and drink service



“Find out why your group is dining with you and what is most important about their experience. If guests are celebrating a wedding or rehearsal dinner, make sure your staff pays extra attention to the bride and groom and their parents. Or perhaps you’re working with a corporate group who is celebrating a product launch, try to incorporate their product theme into the food or drink options. One client of ours was celebrating a software launch called “cupcake”, so we created specialty cocktails with a sprinkled rim. **Customization & special attention goes a long way with clients and ensures you will stand out above the competition.”**

– Melanie Hubbert, Director of Events
Half Moon Bay Brewing Co.

Gather

Learn more at gatherhere.com