



# Ultimate events planning guide

**Thank you for downloading the ultimate events guide and checklist.**

**With over 60,000 users, TryBooking help to plan and run over 15,000 events per week. Today, we've combined all of our learnings into one place for you.**

**We hope you get the most out of your event with these handy preparation tips & checks.**

**Your trusted partner in events,  
The TryBooking Team**

 **trybooking**  
**Events made easy.**





# Planning

## PLANNING - TICKETING

Begin locking in:

- Venue
- Guest lists - invite list, ticket types, prices
- Online event set up

Ticket prices and types (adult, concession etc.)

Create event and add branding

Have someone test your online ticketing setup to confirm that you've covered it all

Publish and promote

Share your event page

Inform guests of ticket types and availability

Send reminders and invitations

Online content and advertising

Publicity on your website, sponsor/partner websites, external publications

## NOTES

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## PLANNING - GENERAL

- Work on a complete planning timeline with specific tasks

- Logistics

Get to know the venue (exits, store rooms etc.)

Seating plans

Determine licenses/permits

Work out transportation needs

Determine security needs

Put together all the details needed by suppliers (such as flyer design, number of chairs etc.)

Travel and accommodation

- Administration

Sponsor agreements and levels

Event schedule

Continue tracking budget

- Staff availability

- Chosen suppliers

Furniture

Catering

Decorations/signage

Lighting/AV/Staging

Event speakers/presenters and content

Photographer/videographer

Entertainers (music, dancers etc.)

- Social Media

Create Facebook event

Mention event on Twitter/pin Tweet to top

Instagram teaser images

Unique hashtags that you can use to identify/track posts about your event













You've reached the end of TryBooking's ultimate events planning guide and checklist.

If you'd like to contact us to learn more about TryBooking or how we can assist you, call or email us on

**[info@trybooking.com](mailto:info@trybooking.com)**

Happy planning.

The TryBooking Team

 **trybooking**  
**Events made easy.**

Melbourne 03 9012 3460 | Sydney 02 8064 3600 | Brisbane 07 3173 1570

