

## **PR Event Checklist: 25 Things to Prepare for Your Event**

- Select and book venue
- Create invitation for guests
- Send invitation to guests
- Develop media list
- Write press release
- Create press kits
- Conduct media outreach using press release
- Send press kits to targeted media list
- Assemble gift bags for attendees
- Post event information on relevant social media channels
- Track RSVPs for guests
- Track RSVPs for media
- Write email reminder, send to guests
- Write email reminder, send to media
- Create run-of-show
- Practice run-of-show with all involved in execution
- Create itinerary or program for guests
- Send guests itinerary prior to event
- Confirm all interviews scheduled with media
- Print hard copies of itinerary to distribute to guests and media at the event
- Coordinate logistics with venue (decorations, equipment, set-up, etc.)
- Prepare any decorations, equipment or other items needed
- Confirm arrival and departure time with venue
- Arrive early to set-up and double-check that all materials are prepared and available for event
- Start the event on time – do not delay any!