

EVENT
PLANNING
FOR YOUR

Checklist
MEDICAL PRACTICE

3-5 MONTHS BEFORE EVENT

- Decide on event specifics:
 - **Date** _____
 - **Time** _____
 - **Location** _____
 - **Budget** _____
 - **Topic** _____
- Hire any needed outside services
- Send invitation via e-blast to patient email list
- Post event flyers in office and community
- Post event to social media accounts
- Add event information to website
- Meet with staff to discuss logistics and staffing needs for the event

2 MONTHS BEFORE EVENT

- Contact relevant local businesses to invite to event
 - **Pharmacies**
 - **Health food stores**
 - **Fitness centers**
- Post event to social media accounts
- Send invitation via e-blast to patient email list

3 WEEKS BEFORE EVENT

- Choose menu: Plan on 2-3 light hors d'oeuvres and beverage
- Inventory tablecloths, table and chairs, serving utensils, plates and cups
- Buy decorations
- Post event to social media accounts
- Send invitation via e-blast to patient email list
- Check-in on RSVPs
- Prepare any educational material needed

1 WEEK BEFORE EVENT

- Firm up guest list and send out a reminder to attendees with the event specifics.
- Confirm any rental reservations
- Post event to social media accounts
- Send final e-blast to email list of those who have not yet RSVP'd to the event
- Create sign-in sheets for attendees with name, email address and phone number

2 DAYS BEFORE EVENT

- Do any last-minute cleaning of event space
- Take an inventory of your supplies and buy any last-minute items
- Meet with staff to go over the timeline for the day of the event

1 DAY BEFORE EVENT

- Finish any last minute shopping for food and decorations
- Set-up tables and decoration (if possible)

DAY OF THE EVENT

- Finish setting up the serving area, tables and chairs, special activities, etc.
- Set out flowers or other decorations
- Make sure bathrooms are clean and stocked with hand towels and toilet paper
- Finish preparing and set out food
- Set out business cards, practice flyers and other education materials