



Live Event Pre-Production Checklist

Strategy & Goals

- ☐ Primary goal defined (awareness/lead generation/community/product launch)
 - ☐ Success metric agreed upon
 - ☐ Target audience clearly identified
 - ☐ Event format confirmed (in-person/virtual/hybrid)
 - ☐ One core message locked
 - ☐ Date and venue selected
 - ☐ Attendee target set
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Creative Direction

- ☐ Event theme confirmed
 - ☐ Opening hook/arrival moment defined
 - ☐ Emotional angle selected
 - ☐ Run of show narrative arc approved
 - ☐ Proof element planned (case study, demo, testimonial)
 - ☐ Attendee call-to-action finalized
 - ☐ Brand voice and visual style confirmed
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Program & Run of Show

- ☐ Agenda approved
 - ☐ Speaker/session lineup confirmed
 - ☐ Session timings locked
 - ☐ Breaks and transitions planned
 - ☐ Q&A / audience interaction format decided
 - ☐ Full rehearsal scheduled
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Speakers & Talent



- ☐ Speakers and hosts confirmed
 - ☐ Speaker bios and headshots collected
 - ☐ Talking points and slides reviewed
 - ☐ Rehearsal completed
 - ☐ Green room/prep needs arranged
 - ☐ Backup speaker plan in place
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Venue & Logistics

- ☐ Venue secured and confirmed
 - ☐ Floor plan and seating finalized
 - ☐ Signage and wayfinding planned
 - ☐ Catering arranged
 - ☐ Registration and check-in process set
 - ☐ Parking/transportation info shared
 - ☐ Accessibility needs addressed
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Technical Setup (AV & Streaming)

- ☐ Pre-event walk through with AV
 - ☐ AV equipment confirmed
 - ☐ Stage and lighting plan set
 - ☐ Sound check scheduled
 - ☐ Livestream/recording setup confirmed
 - ☐ Wifi and power confirmed at venue
 - ☐ Backup equipment on hand
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Legal & Compliance

- ☐ Vendor contracts signed
- ☐ Venue and liability insurance confirmed
- ☐ Model/photo releases prepared
- ☐ Music licensed
- ☐ Permits secured
- ☐ Safety and emergency plan in place



Production Readiness

- ☐ Event schedule finalized
- ☐ Staff and volunteer roles assigned
- ☐ Materials, signage, and swag ready
- ☐ Post-event follow-up plan set
- ☐ Tracking and attendee survey prepared

Final Check (Day Before)

- ☐ Speakers confirmed
 - ☐ Gear charged and tested
 - ☐ Registration list finalized
 - ☐ Run of show shared with full team
 - ☐ Legal docs and permits on hand
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