

EVENT CHECKLIST

Print and complete for each event.

Event Name: _____ Event Date: _____ Event Time: _____

Event Theme: _____

ACTION ITEM:	ASSIGNED TO:	DUE DATE (IF APPLICABLE):	COMPLETE:
Speak with providers about event	Office Manager		
Create special pricing	Office Manager/Provider/ Michelle Miracle		
Define what skincare brands to feature (if applicable) or if skincare rep will be hosting a table	Office Manager/ Michelle Miracle		
Complete Marketing Request Form <i>Marketing will email within 24 hours to confirm request.</i>	Office Manager	6 Weeks from Event date.	
Preprepare marketing materials (email, flyer, invites, social posts, website) <i>Refer to marketing materials list</i>	Marketing Department	Completed within 1.5 weeks from submission	
Decide amount of time for booked appointments, if applicable	Office Manager		
Engage with cosmetic vendor (if applicable) to supply product	Office Manager/ Michelle Miracle		
Print/Download RSVP list template			
Share event details with practice team	Office Manager		
Begin promoting event	Marketing Department/ Practice	4 weeks from event	
Post event flyer in practice	Office Team/Assign:		

ACTION ITEM:	ASSIGNED TO:	DUE DATE (IF APPLICABLE):	COMPLETE:
Distribute invites, if applicable.			
Compile all RSVP's and book appointments	Reception Team		
Determine refreshments, food, and décor <i>Use event guide for help</i>			
Develop flow of event, book staff for event and assign duties (greet/check-in, ring sales, assist provider, food, décor, etc.)	Office Manager		
Determine music and games			
Create goody bags/swag bags			
Create and compile raffles			
Secure extra table, order utensils, cups for food, refreshments, etc.			
Confirm RSVP's/appointments <i>Use reminder email template or call directly</i>	Office Team/Assign:	Week of event	
Take photos/video <i>Ensure photo release form is signed</i>	Office Team/Assign:	Day of Event	
Order Thank You cards from print shop			
Send marketing tracking from event, # of people attended vs. RSVP, sales of event		Within 3 days after the event	
Send attendees handwritten Thank You cards		One week post event	