

# WOMEN <sup>IN</sup> MUSIC

## CANADA

### Chapter Events Planning Guide 2024

With in-person and online programming and events being a major hub for connection amongst members, we want to ensure all of our chapter chairs are equipped to host their in-person events.

As a frame of reference to ensure your chapter is ready for your next in-person chapter event, please use this guide and checklist.

*As a friendly reminder, this checklist is only a guide and any additional items can be added as needed.*

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#### **PRE - PLANNING CHECKLIST IN PERSON/HYBRID**

*The following items are typically high-level needs for in person events, please ensure that they are addressed as you are planning your event.*

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Confirm the date &amp; time</b>                        | <input type="checkbox"/> Newsletter Form submission approved      |
| <input type="checkbox"/> <b>Secure venue</b>                                       |   |
| <input type="checkbox"/> <b>Submit WIMC Event forms</b>                            | <input type="checkbox"/> <b>Programming</b>                       |
| <input type="checkbox"/> <b>Create budget</b>                                      | <input type="checkbox"/> Programming/activities confirmed         |
| <input type="checkbox"/> <b>Finalise budget</b>                                    | <input type="checkbox"/> Run of show created                      |
| <input type="checkbox"/> <b>Event roles &amp; staffing</b>                         | <input type="checkbox"/> <b>Signage</b>                           |
| <input type="checkbox"/> <b>Moderators/speakers/talent</b>                         | <input type="checkbox"/> Directionals                             |
| <input type="checkbox"/> <b>Sponsors</b>   | <input type="checkbox"/> Bar Signs                                |
| <input type="checkbox"/> <b>Identify deliverables</b>                              | <input type="checkbox"/> Sponsor Deliverables                     |
| <input type="checkbox"/> <b>Content Capture Checklist</b>                          | <input type="checkbox"/> S/R                                      |
| <input type="checkbox"/> <b>Create RSVP list/ticketing link through Universe</b>   | <input type="checkbox"/> <b>Set up/ Layout</b>                    |
| <input type="checkbox"/> <b>Submit/finalize RSVP, ticketing, &amp; guest lists</b> | <b>For Hybrid events:</b>   |
| <input type="checkbox"/> <b>Catering</b>   | <input type="checkbox"/> <b>Tech (Zoom, A/V, etc)</b>             |
| <input type="checkbox"/> <b>Promotions &amp; Marketing</b>                         | <input type="checkbox"/> Tech needs confirmed                     |
| <input type="checkbox"/> <b>Assets/copy created or approved</b>                    | <input type="checkbox"/> Method of delivery approved              |
| <input type="checkbox"/> <b>Social Media posts scheduled</b>                       | <input type="checkbox"/> Invite link shared with online attendees |
| <input type="checkbox"/> <b>Email blast/newsletter approved</b>                    | <input type="checkbox"/> Email blast and Newsletter               |
|  | <input type="checkbox"/> Social Media posts scheduled             |

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#### **PRE - PLANNING CHECKLIST FOR ONLINE EVENTS**

*The following items are typically high level needs for online events, please ensure that they are addressed as you are planning your event.*

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Confirm date &amp; time</b>        | <input type="checkbox"/> <b>Create budget</b>   |
| <input type="checkbox"/> <b>Submit WIMC Online Events form</b> | <input type="checkbox"/> <b>Finalize budget</b> |

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Event roles &amp; staffing</b>              | <input type="checkbox"/> Email blast and Newsletter        |
| <input type="checkbox"/> <b>Moderators/speakers/talent</b>              | <input type="checkbox"/> Social Media posts scheduled      |
| <input type="checkbox"/> <b>Sponsors</b>                                | <input type="checkbox"/> <b>Promotions &amp; Marketing</b> |
| <input type="checkbox"/> Identify deliverables                          | <input type="checkbox"/> Assets/copy created or approved   |
| <input type="checkbox"/> <b>Create RSVP list/invite link</b>            | <input type="checkbox"/> Social Media posts scheduled      |
| <input type="checkbox"/> Submit/finalize RSVP, ticketing, & guest lists | <input type="checkbox"/> Email blast/newsletter sent       |
| <input type="checkbox"/> <b>Tech (Zoom, A/V, etc)</b>                   | <input type="checkbox"/> <b>Programming</b>                |
| <input type="checkbox"/> Tech needs confirmed                           | <input type="checkbox"/> Programming/activities confirmed  |
| <input type="checkbox"/> Tech   | <input type="checkbox"/> Run of show created and approved  |
| <input type="checkbox"/> Invite link shared with online attendees       | <input type="checkbox"/> <b>Set up/ Layout</b>             |

### ON - SITE EVENTS CHECKLIST

*Please ensure the following items are check and set prior to doors open*

- Tech Rehearsal** - Test all tech and perform a dry run of the run of show
- Walkthrough** - Conduct a walkthrough of the space to ensure all is in place and ready to go
- Pre-Event Meeting** - It is recommended that the Event lead or Day of Show Manager conduct a full staff meeting, with both the internal team & venue staff to review the events of the day and ensure everyone is up to speed
- Security** - Ensure that all security personnel are up to speed on protocol and hospitality. Best practice is to assign one Chair Member to act as point person for the security lead in case any issues may arise.
- Signage** - Walk through the space to ensure proper signage is displayed and the event can be found easily.
- Registration and Check-In** - Set up efficient registration and check-in processes to minimize wait times and ensure a smooth entry for all attendees. Assign 1-2 Chair Members to oversee this process to minimize any issues.
- Capture Content On-site** - Make sure to capture the content of your events and use your content capture checklist as a guide if necessary. Once collected, do share on your socials and tag us!

Thank you all again for your time and efforts, happy planning!

**If you are not within an official chapter, please connect with your closest chapter lead or contact [info@womeninmusic.ca](mailto:info@womeninmusic.ca)**

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