

Event Checklist

Before you distribute invitations to your workshop, determine the details of the event. Here is an event checklist to help you produce a professional, top-notch event!

1 Beginning Steps – start as soon as possible:

Read *The Millionaire Real Estate Investor* book, Script and Powerpoint presentation to begin preparing for your presentation.

Set up a planning committee and meet with them regularly.

Develop goals: what do you want to accomplish, and how many attendees?

Identify your target audience: who do you want to attend and is your database up to date?

Determine the size (how many attendees would you like to attend) and the atmosphere for the event (formal vs. casual).

Develop a preliminary budget for items such as printing, postage, refreshments and location costs.

Recruit and secure sponsors: can they help with cash sponsorship to help defray your costs, or provide you with giveaways or door prizes for your attendees?

Select a location: where would you like to have your workshop? Determine the number of attendees you would like to have. Remember that a “full” space is more exciting than a large space with few attendees so be realistic about your attendance expectations and keep this in mind when you search for locations.

Location ideas:

- Hotel conference rooms
- Ask your service partners, such as mortgage companies, title companies and banks to see if you can use a conference room
- Local library conference room
- Classrooms in a local college, university or training center

Plan logistics:

- How is the room going to be set up? Will you serve food or other refreshments? Do you have the necessary audio/visual equipment? Will you hang banners (if the venue allows it), or post signs? Will you set up a registration desk for attendees to sign in, get a nametag and collect their materials?
- Research the names and addresses of individuals or organizations you would like to invite. Send out “save the date” notices via mail, email or fax.

