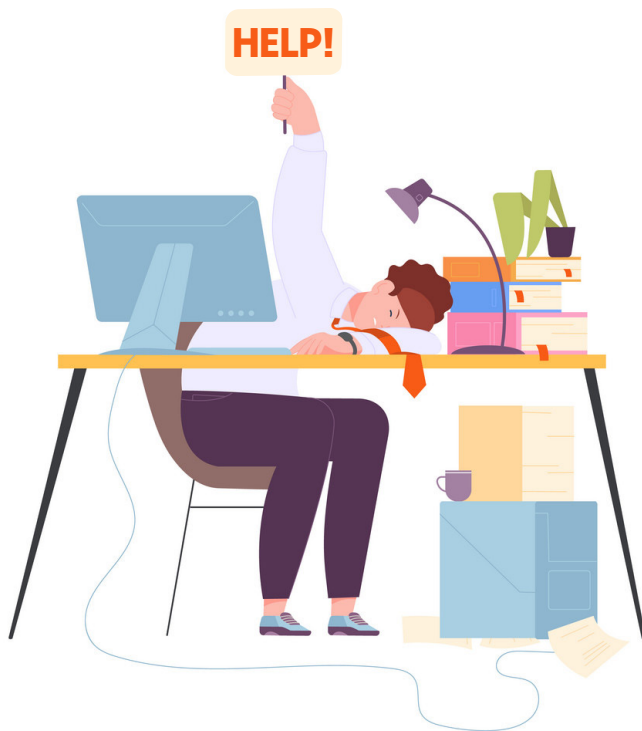


# Visit Yankton's

## EVENT PLANNING CHECKLIST



WE GET IT,  
EVENT PLANNING  
IS COMPLICATED.

THERE IS SO MUCH  
THAT GOES INTO HOSTING  
A SUCCESSFUL EVENT.

Visit Yankton has your back and we are here to help you every step of the way. Whether you're a first-time event planner, a seasoned veteran, or trying to maneuver your way through hybrid events, we will help you find the resources you need to make your next event in Yankton one to remember.

**This checklist will be a helpful resource to guide you through the execution of your event, from beginning to end.**

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SOUTH DAKOTA

# BEFORE THE EVENT

*Get your ducks in a row*

## 1. PROJECT MANAGEMENT

- Set your budget, collect inspiration, & establish goals for your event
- Identify your team - assign responsibilities & roles
- Determine the type of event - in-person, hybrid, or virtual
- Set your date - make sure there are no conflicting holidays or community events & you have plenty of time for planning

## 2. VENUE SELECTION

- Find your venue - make a shortlist of options based on your preferred attendance
- Determine if the venue has all the technology & equipment you need
- Confirm availability & pricing
- Set a time to test Wifi & AV equipment well in advance of the event

<https://www.visitanktonsd.com/plan/group-planning/>

## 3. LODGING

- Evaluate the types of lodging in the area & determine which venues would suit your guests
- Ask about availability & reserve blocks of rooms

## 4. VENDORS & PARTNERS

- Confirm availability of the speaker, service provider, or entertainment
- Coordinate accommodations (if applicable)
- Sign agreement with vendor once the details are confirmed

## 5. MENU PLANNING

- Determine if the venue has onsite catering - if they do, discuss snacks, meals, & beverages
- If an outside caterer is necessary - evaluate options & pricing

<https://business.yanktonsd.com/list/gl/restaurants-food-beverages-22>

## 6. MARKETING

- Identify your event objectives - who will attend?, why will they attend?
- Assess the success of prior year efforts - look for insights to apply to this year's plan
- Determine how you will reach the audience
- Create a marketing schedule - outline deployment & reach

## 7. LICENSES & PERMITS

- Ensure you have all the required permits, licenses, & insurances
- Identify potential risks & create a contingency plan

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# DAY OF THE EVENT

*Work your plan*

## 1. FINAL CHECKS

- Double check your registration list - make sure you are ready for that number of people
- Test Wifi connectivity and all AV equipment
- Check all branded items and make sure they are in the correct location

## 2. CHECK-IN

- Make sure your registration staff has a list of frequently asked questions and understands the layout and schedule of the event
- Test your check-in tools (tablets, computers) & double check your attendee list

## 3. CATERING

- Run through the details with the catering manager & confirm special dietary requirements
- Have water available for speakers and staff

## 4. HEALTH & SAFETY

- Complete a safety check of the facility
- Confirm all safety paperwork & waivers are in place

# AFTER THE EVENT

*Evaluate your success*

## 1. PROJECT MANAGEMENT

- Get feedback from the stake holders & team members
- Thank all the performers, presenters, suppliers, & team members
- Reconcile invoices & contract agreements
- Deploy satisfaction survey to attendees
- Analyze, measure, & report data



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