



Event Checklist

At RillaHan & Associates, our goal is to provide your attendees and presenters with a conference of unequalled quality. We provide audio/visual and staging services to corporations, association management companies and medical associations around the world, and have been producing conferences and annual meetings for over 20 years.

Keep these items in mind the next time you plan a major event:

DATE

- Does your chosen date conflict with other industry events? Or perhaps you **want** your event to coincide with other events?
- Take into consideration any holidays, including religious holidays, which may not allow prospects to attend.
- Event labor may increase if not enough time is given for set-up, or if set-up and strike dates fall on a weekend. This is especially true if you are planning an event in a union property.

VENUE

- What are your reasons for choosing a city property over a resort property, or vice versa? Do your prospects expect a certain "level" of property?
- How important is distance to a major airport?
- Are you planning an event at a union venue? This may dramatically increase overall labor charges.
- Can the venue accommodate all of your functions, or do you need to re-use space for various events?
- Remember to keep your AV in mind when determining seating capacity. Most properties do not include a large stage, rear projection video, and other staging elements when taking into consideration actual square footage remaining for audience seating.
- Your rooms may be large, but what is the unobstructed ceiling height? High enough for large video projection screens to be used?
- Can you get 24-hour hold on your event space?
- How many other groups will be in-house during your event? Any competitive companies on-property at the same time?
- Are you able to schedule a site visit with your AV provider?

AUDIO/VISUAL & STAGING

- What are your AV needs for your event? Have you reached out to all presenters to determine specific needs?
- Are you able to share meeting space information with your AV vendor, so that they can determine what equipment best matches your event space?
- Would you like to video- or audio-record your session? Do you have plans to edit and post content online, or is it for documentation purposes only?
- Will you have a technical director on-site to “call” the show and ensure the event rolls out according to your script?

CONTENT

- Is there an overall theme or creative direction for your event? This can help determine a staging direction, lighting choices, etc.
- Do you have a rough agenda that can be shared with your AV provider?
- Has a PowerPoint or other template been shared with all presenters ahead of time, or will each presenter be using his or her own template?
- Do you plan on having scheduled rehearsals the day prior to your event with each presenter?

The experienced event technicians and graphic operators at Rillahan & Associates are the key to success for every event we produce. Having the right equipment is important, but the rapport we build with your presenters and our commitment to making each presentation successful is what makes us stand apart from in-house AV departments and equipment rental companies.

Your vision: Seen and heard.

Whether you manage a small meeting or a large, international association conference with thousands of attendees, Rillahan & Associates is ready to work with you to produce your most successful event ever.

- Venue/space consultation and site visits
- Event presentation planning
- Theme and creative direction
- Staging and audio/visual equipment
- Event crew booking
- Scripts and presentation flow
- Live event production management