

CW4K Event planning checklist

Pre-event

- Verify date and time of event. Make note of any event contacts.
- Verify date, time and location with everyone on your team
- Make list of everything needed for the event (ice, table, signage, info cards, etc.)
- Assign roles and responsibilities
- Who is picking up the ice?
- Transportation to and from event?
- How will transactions be made?
- What will we do to to keep money safe after event
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During Event

- Refresh the ice as it melts
- Keep can inventory stocked
- Gather basic customer information to build customer for life (Name, email, etc.)
- Be sure to say 'Thanks'
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Post event

- Always clean up your area after event
- Shared Learning. What went well? What could be done better?
- Banking the money-how much? Splitting the money, etc.
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Notes: