

Seminar Planning Checklist

- ___ Have we complied with any government regulations for presenting seminars?
- ___ Have we chosen a seminar topic?
- ___ Have we come up with a title?
- ___ Do we know who our audience is?
- ___ Do we know who our potential competitors are?
- ___ Have we identified the benefits of our seminar?
- ___ Have we chosen an instructor to present the seminar?
- ___ Have we made any needed travel arrangements for the instructor?
- ___ Has the content of the seminar been prepared?
- ___ Have we obtained permission to use any copyrighted material?
- ___ Have we scheduled a date and time for the seminar to take place?
- ___ Have we booked the meeting facility?
- ___ Have we ordered the audiovisual equipment?
- ___ Have we made arrangements for any meals or refreshments?
- ___ Have we set a registration fee?
- ___ Have we prepared a marketing plan?
- ___ Have we prepared a brochure about the seminar?
- ___ Have we placed the advertising?
- ___ Have we contacted the media to get publicity?
- ___ Are we prepared to take advance registrations?
- ___ Have we obtained any supplies we'll need for the seminar?
- ___ Do we have people available to help on the day of the seminar?