

Estefa's Congress Planner

The following lists form the checklists developed by Estefa to ensure a proper conduct of events. The publication of the information contained in those lists is an example of Estefa's policy to pass on information to others, securing its position in the market by offering quality rather than withholding valuable information from the world. These checklists continue through several pages.

A

Preliminaries

Item	Description	Key Words
AA	Agreement basics	
AA-01	Analysis of aims, goals and objectives of seminar, congress or conference	Aims and goals
AA-02	Analysis of central and recurring themes	Themes
AA-03	Analysis of target group	Target group
AA-04	Analysis of possible locations, sites and onsite capabilities	Location
AA-05	Analysis of different type invitees, the potential numbers and existing preparation	Number of invitees
AA-06	Budgetary scale & financial style (economic, practical, stylish, fancy, royal, flashy)	Budget
AA-07	Analysis of style and approach (organization's image)	Style
AA-08	List of obligatory items and links for directing event	Obligatory items
AA-09	Politics (Subjects, M/F situation, security, parking, logistics, crisis contacts)	Politics
AA-10	Content (speakers, presentations, media,...)	Content
AA-11	Contractual nature, methods and terms of agreement and payment	Contractual

B Invite Preparation (Prior to Event)

Item	Description
BA	Programme
BA-01	Content examples
BA-02	Main speakers, guest speakers, presentations and backup speakers
BA-03	Interludes, breaks and entertainment (coffee, buffet, lavatories, lobbies,...)
BA-04	Programme design (invitation, email, printed programme, fax, handout)
BA-05	Printing and implementation
BA-06	Distribution

BB Invitation card

BB-01	Text content (event name, date, time, location, logo, names, AIDA check)
BB-02	Design of invitation cards
BB-03	Design of guest cards
BB-04	Design of fliers
BB-05	Design of envelopes (also for post-conference thanks)
BB-06	Design of follow up card
BB-07	Design of brochures and attachments
BB-08	Design of parking cards
BB-09	Design of location maps, route and explanation
BB-10	Processing of guest-list to envelopes and invitations
BB-11	Processing of acceptances
BB-12	Secretariat and follow up with guests
BB-13	List of contents for invitation envelope and follow up envelope
BB-14	Envelope preparation
BB-15	Distribution of invitations
BB-16	Distribution of confirmations

Key Words

Elements
Speakers
Time management
Programme design
Programme implementation
Programme distribution

Text invitation
Design Invitation Card
Design Guest Card
Design Flier
Design Envelope
Follow-up Design
Design Brochures
Design Parking Cards
Design Route
Invitation Card Names
Confirmations Processing
Secretarial start-up
Checklist Invitation
Envelope Preparation
Distribution Invitations
Distribution Confirmations

C	Site Build-up	Key Words
Item	Description	
CA	Exterior preparation of location	
CA-01	Road signs	Road signs
CA-02	Setup of parking security and reception of parking cards	Parking reception
CA-03	Parking terrain markings (circumference)	Parking terrain
CA-04	Parking terrain signs and display	Parking signs and display
CA-05	Shuttle service including signs and display inside and outside vehicles	Shuttle service
CA-06	Site decoration (light, weather-protection, flags & banners)	Site decoration
CA-07	Outdoor plant care, landscaping and decoration	Outdoor landscaping
CB	Preparation of reception	
CB-01	Welcoming committee and security sites	Welcome committee site
CB-02	Flower and plant decoration of reception and welcoming area	Reception plants
CB-03	Registration of guests and name-tag distribution	Guest registration
CB-04	Reception table and decoration of reception area	Reception area
CB-05	Computer and administrative system	Administrative system
CB-06	Badges (nametags) and their layout	Nametags
CB-07	Gift items, guest folders, programme-booklets and congress bags and guest items	Entrance guest items
CB-08	Waiting-area (reception lobby)	Waiting area
CB-09	Catering for reception	Catering for reception
CC	Paths and hallways	
CC-01	Path markers	Path markers
CC-02	Path decorations	Path decorations
CD	Lobby	
CD-01	Lobby entrance and reception area of the lobby	Lobby entrance
CD-02	Seats and tables	Lobby seats and tables
CD-03	Table-top decoration	Table-top decoration
CD-04	Catering provisions	Lobby catering
CD-05	Lobby decorations, light and audio	Lobby decorations
CD-06	Photo exhibition	Photo exhibition
CD-07	Stationary promotion	Stationary promotion
CE	Conference room	
CE-01	Conference room entrance and guest items	Conference guest-items
CE-02	attendant seating area	Attendant seating
CE-03	VIP sitting area	VIP seating
CE-04	Observer seating area	Observer seats
CE-05	Stage (speaker's stand, board presentation table, stage discussion lobby)	Main stage
CE-06	Special guest gifts or chosen awards	Special gifts
CE-06	Audiovisual support (light, sound, microphones, video, multimedia links,...)	Congress audiovisual
CE-07	Translation booths and public headsets	Translation provisions
CE-08	Reporter (summary writer) booth	Reporter booth
CE-09	Press and media booth	Press booth
CE-10	Technical support room	Technical support room
CE-11	Control room	Control room
CE-12	Video stands	Video stands
CE-13	Public microphones and voting mechanism	public provisions
CF	Workshop areas and break-out rooms	
CF-01	Workshop area entrance and guest items	Workshop guest-items
CF-02	Workshop attendant seating area	Workshop area

CF-03 Workshop stages
CF-04 Audiovisual support

Workshop stage
Workshop audiovisual

CG Safety and security preparations

CG-01 Ambulance service and on site doctor or medical team
CG-02 Check on fire fighting tools and resources
CG-03 Tactical analysis for emergency and crisis evacuation procedures
CG-04 Informing of police, fire department and official institutions (e.g. embassies)
CG-05 Fire evacuation procedure
CG-06 Crisis management procedure
CG-07 Security management and instructing
CG-08 Event insurance

Medical support
Fire fighting resources
Emergency and evacuation
Involving official
departments
Evacuation process
Crisis management
Security management
Event insurance

CH Miscellaneous

CH-01 Media centre for newspapers, TV or radio
CH-02 Communication centre
CH-03 Provisions for handicaps and ill-sighted and poor of hearing

Media centre
Communication centre
Disabilities' provisions

D Day of the Event (Event Management)

Item	Description	Key Words
DA	Organizational staff	
DA-01	Event management and authorities	Management staff
DA-02	Parking staff	Parking staff
DA-03	Shuttle service chauffeurs	Shuttle service staff
DA-04	Security staff	Security staff
DA-05	Reception staff	Reception staff
DA-06	Administrative staff	Administrative staff
DA-07	Support and decoration staff	Support staff
DA-08	Handicap assistance	Handicap assistance
DA-09	Backdoor supplies staff	Backdoor supplies staff
DB	Location checks	
DB-01	Route check	Route check
DB-02	Outdoor plants and landscaping check	Landscaping check
DB-03	Parking terrain check	Parking terrain check
DB-04	Shuttle service check	Shuttle service check
DB-05	Building and entrance check	Building and entrance check
DB-06	Reception check	Reception Check
DB-07	Halls and pathways check	Pathway check
DB-08	Indoor plants and flower decoration check	Indoor plants check
DB-09	Audiovisual check	Audiovisual check
DB-10	Conference rooms and workshop areas check	Conference room check
DC	Main Reception	
CD-01	Entrance host	Entrance host
CD-02	Head of security	Head of security
CD-03	Administrative director	Administrative director
CD-04	Distribution of nametags	Nametag distribution
CD-05	Reception catering	Reception catering
CD-06	Lost and found	Lost and found
DD	Catering & lobby	
DD-01	Drinks and snacks	Drinks and snacks
DD-02	Coffee breaks	Coffee breaks
DD-03	Buffet and meals	Buffet and meals
DE	Conference room	
DE-01	Master of ceremonies	Master of Ceremonies
DE-02	Conference director	Conference director
DE-03	Technical director	Conference Tech. director
DE-04	Audiovisual director	Conference AV-director
DE-05	Language support	Conference Lang. support
DE-06	Breakout (conference end) and post-conference procedure	Conference breakout
DF	Workshops and breakout rooms	
DF-01	Workshop host or director	WS host
DF-02	Technical director	WS Tech. director
DG	Facilities	
DG-01	Prayer rooms	Prayer rooms
DG-02	Rest spots	Rest spots
DG-03	Rest-room surveillance	Rest-room surveillance

DG-04 Support for the disabled, visually impaired and hearing impaired
DG-05 Complaints booth (suggestions, remarks, contact)

Disabilities support
Complaint booth

DH Dynamic promotional stunts

DH-01 Outdoor promotional co-ordinator
DH-02 Indoor entertainment co-ordinator

Outdoor co-ordinator
Indoor co-ordinator

DI Registration (summaries of event)

DI-01 Attendance
DI-02 Photography
DI-03 Video photography
DI-04 Sound recording
DI-05 Questionnaire

Attendance
Photography
Video photography
Sound Recording
Questionnaire

E **Event Breakdown**

Item	Description
EA	Post-event procedures
EA-01	Co-ordination of stand and promotion material break-down
EA-02	Sanitation and sight cleaning
EA-03	Administration storage and transfer
EA-04	Complaints booth collection
EA-05	Collection of remaining paperwork

Key Words

Break-down co-ordination
Cleaning
Administration close
Complaints booth collection
Excess paper and supplies

F **After Sales (Follow-up)**

Item	Description	Key Words
FA	Thank you mailing	
FA-01	Processing of attendances	Attendance processing
FA-02	Text content (event name, date, time, location, logo, names, AIDA check)	Post-conference text
FA-03	Design of post-conference (thanking) cards	Post-conference design
FA-04	Congress report text and summary	Text summary
FA-05	Conference summary design	Design summary
FA-06	Post-event secretariat and follow up with guests	Secretarial Follow-up
FA-07	List of contents for post-conference envelope	Checklist post-conference
FA-08	Envelope preparation	Envelope preparation
FA-09	Distribution of post-conference cards	Distribution post-conference
FB	Optional after sales	
FB-01	Phone service and lost and found	Post-conference L&F
FB-02	Special thanks	Special thanks
FB-03	Press and media support	Press release and media