

# Every event planner needs a print planner

Event planning is part science, part art. You know that better than anyone. You have to manage timelines, vendors, logistics and marketing, all while maintaining client relationships, engaging with attendees and exercising creativity. Plus, you have to be ready for anything. There will always be surprises, but this checklist will help you avoid some of those as you plan your next event. No single tool or checklist can help you solve every challenge, but you *can* work with a single print provider that does.



## 1 YEAR TO 6 MONTHS AHEAD

- ☐ Start early by evaluating venue options. To ensure you're set up for success, choose a venue with a FedEx Office on location. We can help you stay ahead of schedule with up-front consultation on print products and placement.
- ☐ Establish your event objectives and target date. Be sure to factor in any potential scheduling conflicts with the venue, key speakers or major exhibitors.

## 4 TO 6 MONTHS AHEAD

- ☐ Brand your event. Create the meeting's identity package, including logo, design elements, tagline and hashtags. FedEx Office print experts at the location can ensure your color and graphics choices complement the space for maximum impact and visual appeal.
- ☐ Explore branding opportunities at your venue. Your FedEx Office print consultant can help you examine options and brainstorm additional ideas.
- ☐ Request high-resolution logos from sponsors and partners for online and printed materials.

## 3 TO 4 MONTHS AHEAD

- ☐ Finalize the design theme for your event materials. Consider all the possible applications, from large banners to directional signage and agenda handouts.
- ☐ Design your biggest pieces of signage first, including banners, large surface graphics and backdrops. Get creative with unexpected, high-impact graphics to keep your attendees engaged. Talk with a FedEx Office print expert at the location for guidance on which applications will work best in each area.
- ☐ Start building anticipation. Target your attendees with direct mail pieces like save-the-date cards, speaker lists and registration reminders. Consider including hotel booking details and information about amenities.

## 2 MONTHS AHEAD

- ☐ Design wayfinding signage. Talk with FedEx Office print experts at the venue who know the space for advice on which pieces will be most helpful for attendees.
- ☐ Ensure all materials contribute to a consistent visual presence in the event space. Start with programs, posters, registration materials and seminar handouts, and carry the theme to other branding opportunities like nametags, lanyards, promotional giveaway items, table tents and place cards.
- ☐ Save time and trouble by printing materials at the FedEx Office on location. Your pieces will be waiting for you when you arrive for your event, so you don't have to worry about missed deliveries or additional shipping charges.





## 1 MONTH AHEAD

- Send artwork to your FedEx Office consultant to begin printing. Start with large-format, complex pieces.

## 1 WEEK AHEAD

- Prepare your event supplies and ship them to the venue. With a FedEx Office at the location, you don't have to worry about coordinating with the registration desk, since your shipments will be received by logistics professionals.
- Prepare a printed summary of event duties and timelines for your hosts, greeters and volunteers. Make sure to include your contact information and let them know FedEx Office is available on location for any final requests for copies, signs or supplies.
- Work with your print consultant to review the placement of the printed pieces that are being installed for the event.

## 1 DAY AHEAD

- Walk the venue to ensure all signage is in place and consistent while there's still time to make changes. Take your FedEx Office print consultant along for guidance on final adjustments.
- Prepare and stock registration tables with necessary items, including blank nametags, paper, pens, tape, staplers and other supplies.
- Check to make sure all promotional items, nametags, lanyards and speaker gifts are onsite. You can have any last-minute supplies shipped overnight to the FedEx Office on location.

## THE DAY OF THE EVENT

- Be sure to keep copies of the conference agenda, venue maps, schedules, seating charts and any guest lists with you. Extra copies are quick and easy to print with FedEx Office.

## AFTER THE EVENT

- Avoid carrying supplies with you as you travel. Use the FedEx Office on location to ship them back home or forward them to your next event.
- Follow up with attendees and consider using direct mail for a more personal touch. Thank them for attending and invite them to review speaker notes and presentations from their favorite sessions.

## Before your next event

- ✓ Visit [fedex.com/conventions](https://www.fedex.com/conventions) for a full list of hotel and convention center locations and services.

