

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?