

2026 Corporate Event Planning Checklist

Sixteen sections covering strategy through post-event review, with the technical production items that most often get missed. Companion to the 2026 Corporate Event Planning Guide at sahneva.com/en/blog/corporate-event-planning-guide-2026

1. Strategy and Scope

- ☐ Has the event's purpose and target audience been documented?
- ☐ Is the format clear (in-person / hybrid / live stream)?
- ☐ Have success criteria been set (attendance, engagement, leads, satisfaction)?
- ☐ Is the budget range and approval process defined?

2. Goals (SMART)

- ☐ Mission: Has the event's 'why' been written in one sentence?
- ☐ Audience: Is the attendee profile clear (role/industry/need)?
- ☐ Are SMART goals quantified and time-bound?
- ☐ Has the goal document been shared with the team and suppliers?

3. Team and Ownership

- ☐ Has the project owner (single decision point) been identified?
- ☐ Is the technical production owner clear?
- ☐ Have setup–teardown teams and working hours been planned?
- ☐ Have external suppliers (catering, security, DJ, etc.) been listed?

4. Timeline

- ☐ Have decision and delivery dates been added to the timeline?
- ☐ Has the technical survey date been set?
- ☐ Are setup, rehearsal and teardown times confirmed?
- ☐ Has the timeline been shared with the entire team?

5. Budget

- ☐ Has the technical production budget been itemized separately?
- ☐ Has contingency (10–15%) been added?
- ☐ Are transport/setup/teardown durations realistic?
- ☐ Are technical details (LED panel/refresh rate, etc.) clearly specified in quotes?

6. Theme and Content

- ☐ Is the theme aligned with the brand identity?
- ☐ Have LED content files (resolution/format) been approved with the technical team?
- ☐ Have social media/PR visual packages been planned?

7. Technical Site Survey

- ☐ Has the electrical infrastructure and capacity been checked?
- ☐ Have LED screen and stage sightlines been measured?
- ☐ Is the loading–unloading plan clear?
- ☐ Has internet (especially upload) been tested?

8. Run of Show

- ☐ Is the run-of-show file ready minute by minute?
- ☐ Have LED cues (intro/speaker/break/close) been written?
- ☐ Have broadcast transitions (camera/overlay) been planned?
- ☐ Has setup been planned according to the critical chain?

9. Stage and Podium

- ☐ Are stage dimensions and podium height confirmed?
- ☐ Have steps and non-slip surfaces been planned?
- ☐ Have camera and LED sightlines been checked?
- ☐ Have edge safety / signage details been documented?

10. LED Screen

- ☐ Is the indoor/outdoor panel class correct (brightness)?
- ☐ Are pixel pitch and refresh rate clearly specified in the quote?
- ☐ Have content resolution/FPS/formats been approved?
- ☐ If live streaming, has camera–LED–audio sync been tested?

11. Tent and Outdoor Structure

- ☐ Are tent dimensions and load capacity plan confirmed?
- ☐ Have ground anchoring and safety zones been established?
- ☐ Have cable routes been mapped?
- ☐ Is there a plan B for weather conditions?

12. Layout and Guest Flow

- ☐ Is the seating plan (conference/gala/cocktail) confirmed?
- ☐ Have transit areas and signage been planned?
- ☐ Is the registration/welcome desk location correct?
- ☐ Are accessibility and emergency exits clear?

13. Setup and Rehearsal

- ☐ Has the setup plan been shared with all crews?
- ☐ Have audio–lighting–LED sync tests been completed?
- ☐ Have speaker rehearsals been completed?
- ☐ Is an emergency and backup scenario ready?

14. Day-of Checks

- ☐ Have arrival/setup times been confirmed with all suppliers?
- ☐ Have speakers received the final agenda + technical requirements?
- ☐ Are registration/welcome, signage and printed materials ready?
- ☐ Has the final walk-through been completed?
- ☐ Has all equipment been tested?
- ☐ Is the team communication list and emergency procedure ready?

15. Post-Event Review

- ☐ Has the technical team debrief been conducted?
- ☐ Have budget variances and reasons been noted?
- ☐ Has attendee satisfaction data been collected?
- ☐ Have photo/video outputs been received?

16. Results and ROI

- ☐ Has the post-event survey been sent?
- ☐ Have feedback items been classified into strengths/weaknesses?
- ☐ Has the debrief been conducted against SMART goals?
- ☐ Have lead/satisfaction/attendance metrics been reported?
- ☐ Have a summary and learnings been shared with stakeholders?

Sahneva is a technical event production company based in Istanbul, working with international organisers across Türkiye. Stage, LED screen, sound, lighting, truss and crew under one contract.
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