

Meet Cambridge

Event Planners' Toolkit

PCO Checklist (page 2 of 3)

Service	Required
Exhibition and Sponsorship:	
Identify and secure potential exhibitors	<input type="checkbox"/>
Manage and sell the trade exhibition or supervise a subcontractor	<input type="checkbox"/>
Develop and implement an exhibition marketing plan	<input type="checkbox"/>
Identify and secure potential sponsors	<input type="checkbox"/>
Draw up sponsorship packages for sale or contra deals	<input type="checkbox"/>
Manage sponsor requirements	<input type="checkbox"/>
Marketing and PR:	
Design of event brand and logo	<input type="checkbox"/>
Design and production of programmes, brochures and related materials	<input type="checkbox"/>
Devise communications strategy for pre-event marketing	<input type="checkbox"/>
PR and media coordination and liaison with press	<input type="checkbox"/>
Design and production of promotional accessories (bags, pens etc)	<input type="checkbox"/>
Website development and maintenance	<input type="checkbox"/>
Scientific / Working Programme:	
Event theme ideas	<input type="checkbox"/>
Speaker management and registration	<input type="checkbox"/>
Managing the call for papers	<input type="checkbox"/>
Processing of abstracts	<input type="checkbox"/>
Arranging poster sessions	<input type="checkbox"/>
Identifying and securing keynote speakers	<input type="checkbox"/>
Production of event proceedings	<input type="checkbox"/>
Meeting room management – staffing of meeting rooms	<input type="checkbox"/>

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