

# Event Planning Checklist

 **Details of Event**

Event name:

Location:

Date:

Time:

Number of attendees:

Event organiser contact details:

Total cost:

Expected outcome and return on investment:

**Do I need Owl Sign off for my event?**

If Yes:

- 1. Full details of information required when sending prize draw requests are on the Owl Portal under 'Everyday Business' and 'Events Support'.
- 2. Email [enquiries@owlfinancial.co.uk](mailto:enquiries@owlfinancial.co.uk)

If No:

- 1. If you are attending an event, using approved material and there is no prize draw, it is fine to proceed.
- 2. If media/journalists will be present, email with details of the event to Owl.

**On the day**

- |   |   |
|---|---|
| <input type="checkbox"/> Table  | <input type="checkbox"/> Contact sheet for recording customer details     |
| <input type="checkbox"/> Tablecloth   | <input type="checkbox"/> Giveaways (lollies, pens, colouring sheets etc.) |
| <input type="checkbox"/> Decorations (balloons etc.)  | <input type="checkbox"/> Raffle details and prizes if applicable          |
| <input type="checkbox"/> Banners  | <input type="checkbox"/> Elevator pitch ready to go!                      |
| <input type="checkbox"/> Clothing (t-shirt, name badge etc.)  | <input type="checkbox"/> Business cards                                   |
| <input type="checkbox"/> Literature & leaflets (client specific from Kube or <a href="http://www.metlife.co.uk/owl">www.metlife.co.uk/owl</a> ) |   |

**After the event**

- Call new contacts (48 hour rule)
- Send follow up emails (attach relevant documents)
- Evaluate what went well & what didn't
- Thank the event organiser

**0800 917 0100**

**metlife.co.uk**