



Groundbreakings

Grand Openings

Donation Ceremonies

Major Announcements

Use this checklist to plan milestone events with purpose and intention. Review it before, during, and after your event to ensure every detail supports your brand, message, and long-term goals.



DEFINE THE PURPOSE

Clearly outline why the event matters and what it should communicate to your audience.



CONFIRM THE KEY MESSAGE

Ensure messaging aligns with your organization's mission, vision, and strategic goals.



IDENTIFY ATTENDEES AND PARTNERS

Confirm speakers, leadership, community partners, stakeholders, and special guests.



LOCK IN LOGISTICS

Finalize the date, time, location, parking, permits, and contingency plans (weather backup, AV needs, etc.).



PLAN BRANDING PLACEMENT

Determine where logos, signage, podium branding, and visuals will be placed to maximize visibility.



PREPARE EVENT MATERIALS

Organize signage, branded backdrops, ceremonial items (shovels, ribbons, plaques), programs, and name badges.



DRAFT AND PREPARE REMARKS

Create clear talking points for each speaker. Keep remarks concise, purposeful, and aligned with the key message.



PLAN PHOTOGRAPHY AND VIDEO MOMENTS

Identify must-capture shots, speaker moments, partner recognition, crowd engagement, and branded visuals.



SHARE THE STORY

Post photos, write a recap, distribute press releases, and update your website and social channels.



SAVE AND ORGANIZE ASSETS

Store photos, videos, media coverage, and event materials in a shared folder for future marketing use.