

# How to Create an Event Program

A great event program doesn't happen by accident — it's the result of clear planning, accurate content and thoughtful design. Use this checklist to keep every detail on track, from first draft to final approval.

## PLANNING

- Define the program's purpose
- Identify the audience
- Decide how it will be distributed
- Select the format (bifold, booklet, timeline, grid, digital)

## CONTENT

- Event name, date, time and location
- Agenda or schedule
- Speaker names, titles and affiliations
- Session titles or brief descriptions
- Sponsors, partners and acknowledgments
- Calls to action (website, next event, social, feedback)

## ACCURACY

- Verify spelling of all names
- Confirm dates, times and locations
- Secure final approvals
- Confirm speaker order and session details

## DESIGN

- Consistent branding and fonts
- Clear headings and sections
- Easy-to-scan layout
- Balanced text and white space
- High-contrast colors
- Simple, uncluttered layout

## PRODUCTION

- Correct size, margins and bleed (print)
- Tested links and QR codes
- Saved editable and final files
- Optimized resolution for print and digital

## FINAL REVIEW

- Proofread for clarity and flow
- Confirm brand and messaging alignment
- Approve for print or release