

Seminar Planning Checklist Template: Topic Selection, Speaker Preparation & Attendee Registration Management

 Show only Checklist

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Topic Selection & Content

Focuses on defining the seminar's theme, learning objectives, and overall content strategy.

Seminar Theme/Overall Topic

Write something...

Learning Objectives (What should attendees know/do after?)

Write something...



Target Audience Size (Estimated)

Enter a number...

Content Format (Lecture, Workshop, Panel, etc.)

- Lecture
- Workshop
- Panel Discussion
- Q&A Session
- Interactive Session

Content Outline Due Date

Enter date...

Preliminary Content Outline

 Upload File

Speaker Management & Preparation

Covers speaker recruitment, onboarding, briefing, and support throughout the planning process.

Speaker Name

Write something...

Speaker Biography (for promotional materials)

Write something...

Speaker Fee

Enter a number...

Speaker Headshot

 Upload File

Speaker Topic Expertise

Topic 1

Topic 2

Topic 3

Speaker Confirmation Deadline

Enter date...

Speaker Briefing Document Notes

Write something...

Speaker Tech Check Time

Enter time...

Attendee Registration & Communication

Addresses registration setup, pricing, communication with attendees, and pre-event materials.

Early Bird Discount Price

Enter a number...

Early Bird Discount End Date

Enter date...

Regular Ticket Price

Enter a number...

Payment Method Options

- Credit Card
- PayPal
- Bank Transfer

Registration Confirmation Email Template

Write something...

Registration Deadline

Enter date...

Cancellation Policy Selection

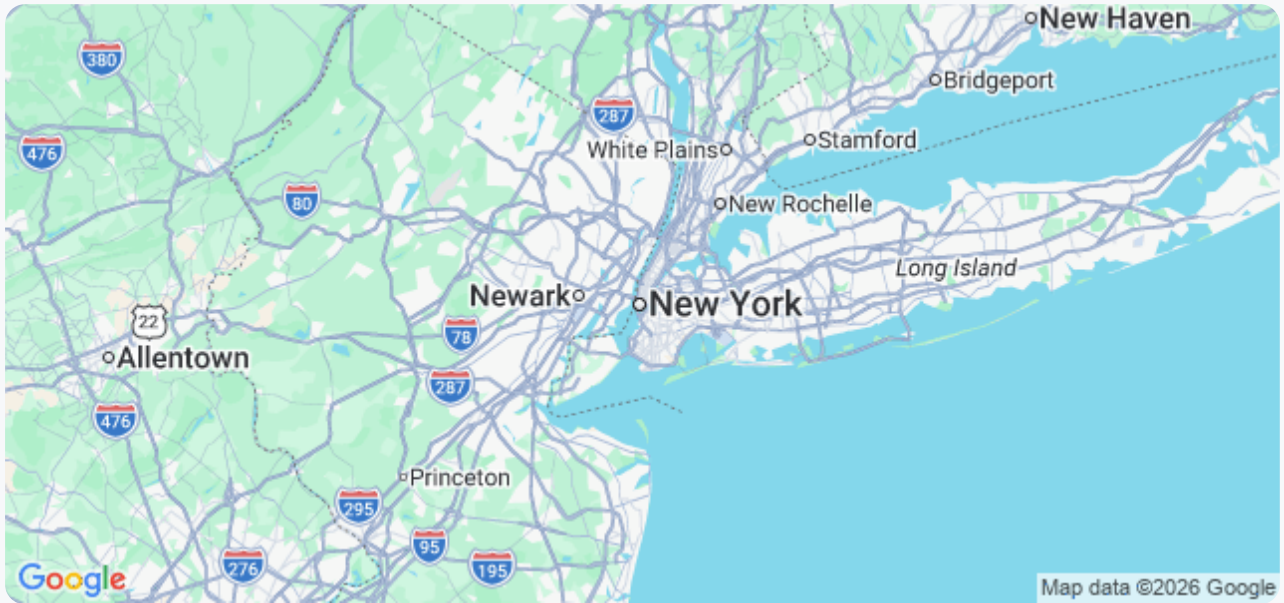
- Full Refund
- Partial Refund
- No Refund

Logistics & Venue

Covers venue selection, equipment rental, catering, and other logistical details.

Venue Address

 [Set My Current Location](#)



Event Date

Enter date...

Event Start Time

Enter time...

Maximum Capacity

Enter a number...

Venue Type

- Hotel Ballroom
- Conference Center
- Rental Space
- Hybrid/Virtual

Estimated Square Footage

Enter a number...

Venue Layout Plan

 Upload File

Marketing & Promotion

Focuses on promoting the seminar to attract attendees and build excitement.

Target Number of Attendees

Enter a number...

Marketing Channels Utilized

- Social Media (Facebook, LinkedIn, etc.)
- Email Marketing
- Website/Blog
- Paid Advertising (Google Ads, Social Ads)
- Partnerships/Cross-Promotion
- Public Relations

Marketing Campaign Start Date

Enter date...

Key Marketing Messages / Slogan

Write something...

Promotional Graphics/Images

 Upload File

Primary Promotional Image

Website Landing Page URL

Write something...

Seminar Day Execution

Covers tasks for the actual seminar day, including setup, speaker support, and attendee management.

Speaker 1 Start Time

Enter time...

Speaker 2 Start Time

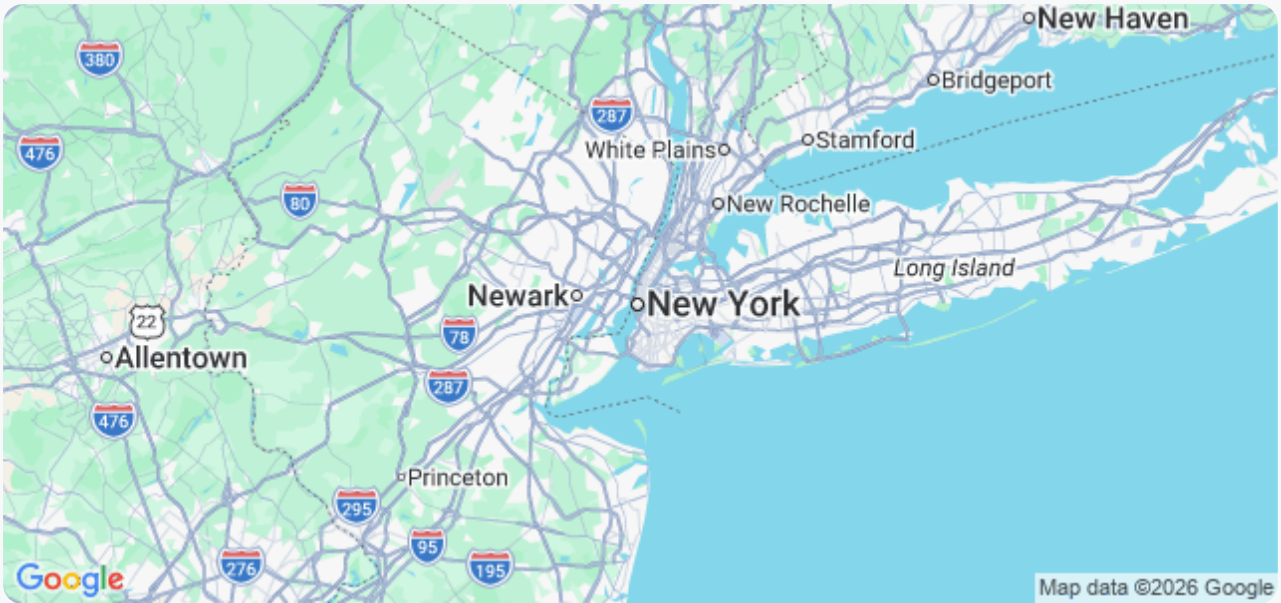
Enter time...

Total Attendee Count (Confirmed)

Enter a number...

AV Technician Location (On-site Check-in)

 [Set My Current Location](#)



Microphone Sound Check Status

- Pass
- Needs Adjustment
- Fail

Presentation Screen Visibility

- Clear
- Slightly Obstructed
- Unclear

Notes on unexpected issues or changes during the seminar

Write something...

Post-Seminar Follow-Up

Addresses feedback collection, evaluation, and follow-up communication with attendees.

Total Attendees

Enter a number...

Overall Satisfaction Level (1-5)

- 1 - Very Dissatisfied
- 2 - Dissatisfied
- 3 - Neutral
- 4 - Satisfied
- 5 - Very Satisfied

Summary of Attendee Feedback

Write something...

Which aspects of the seminar did attendees find most valuable?

- Speaker Expertise
- Content Relevance
- Networking Opportunities
- Venue & Logistics
- Q&A Session

Date of next seminar

Enter date...