

— THE PLANNING TOOLKIT

Halloween Event Organizer Checklist



From the first idea to the final guest. A practical place to keep every part of your event moving.

Make the plan yours.

Fill in the essentials, tick tasks as they are confirmed, and return whenever you need a clear next step.

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Your ticks and notes are stored inside this PDF. Save the file to keep your progress.

EVENT NAME

DATE

VENUE

How to use this checklist

- 1. Work through it in order.** Begin with the concept, then build toward event day.
- 2. Check only completed tasks.** Leave anything that needs follow-up unchecked.
- 3. Add your details.** Use the notes for deadlines, contacts and decisions.
- 4. Save your progress.** Save the PDF after editing; open it in Acrobat or a browser to keep going.
- 5. Review it again.** Revisit during planning, the final week and before doors open.

01

Event Concept & Goals

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Decide what you are creating and what success looks like.

EVENT IDEA

- ☐ Choose a clear Halloween theme and event format
- ☐ Define your target audience and expected attendance
- ☐ Set the date, timings, location and capacity
- ☐ Write down what makes this event worth attending

BUDGET & TARGETS

- ☐ Set the overall budget and split it by major cost
- ☐ Set an attendance or ticket sales target
- ☐ Reserve a contingency amount for surprises

NOTES / OWNERS

02

Venue & Logistics

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Make sure the space can support your actual plan.

SPACE & ACCESS

- ☐ Book a venue that fits your expected attendance
- ☐ Confirm venue rules, setup and teardown windows
- ☐ Plan vendor access, parking and accessible routes
- ☐ Map entry, exit, queues and movement through the space

TECHNICAL & BACKUP

- ☐ Confirm power, sound and lighting requirements
- ☐ Check restrooms, signage locations and storage
- ☐ Set a weather or venue backup plan if needed

NOTES / OWNERS

03

Safety, Permissions & Accessibility

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Handle the essentials well before guests arrive.

REQUIREMENTS

- ☐ Confirm applicable permits, permissions and insurance
- ☐ Agree on security and crowd management needs
- ☐ Locate emergency exits and first aid supplies
- ☐ Share emergency contacts and procedures with the team
- ☐ Check accessible entry, movement and facilities
- ☐ Plan how guests can communicate dietary and allergy needs

NOTES / OWNERS

04

Guest Experience

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Build the night guests will actually remember.

ATMOSPHERE & DÉCOR

- ☐ Confirm the décor direction and materials
- ☐ Plan the entrance, main space and any performance area
- ☐ Create clear wayfinding and a photo moment

FOOD & REFRESHMENTS

- ☐ Confirm menu, serving points and quantities
- ☐ Share the latest headcount with the caterer
- ☐ Provide dietary options and drinking water
- ☐ Confirm catering setup time and waste disposal

ENTERTAINMENT

- ☐ Book performers, hosts or a DJ as needed
- ☐ Confirm games, activities and costume contest details
- ☐ Set contest rules, judging and prizes
- ☐ Build an entertainment schedule with transition time

NOTES / OWNERS

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Vendors & Team

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Give every moving piece a clear person and deadline.

VENDORS

- ☐ List vendor requirements and compare quotes
- ☐ Confirm deliverables, payment dates and arrival times
- ☐ Keep vendor contacts in one shared place

TEAM

- ☐ Assign roles, shifts and responsibilities
- ☐ Name a vendor coordinator and an event day issue owner
- ☐ Schedule a staff briefing and share the run sheet

NOTES / OWNERS

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Creative & Branding

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Make the event recognizable wherever someone sees it.

CREATIVE ASSETS

- ☐ Finalize the event name and key message
- ☐ Create the main event graphic and event page visuals
- ☐ Prepare social, launch, reveal and countdown assets
- ☐ Collect sponsor and partner assets if applicable
- ☐ Check names, dates, venue details and visual consistency

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Event Page, Ticketing & Registration

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One clear place for guests to find details and sign up.

PUBLISH & TEST

- ☐ Publish the event page with final visuals and description
- ☐ Check date, time, venue and contact information
- ☐ Confirm ticket categories, pricing and capacity limits
- ☐ Set the early bird offer and clear cancellation terms
- ☐ Complete a test registration or ticket purchase
- ☐ Decide how entry and check-in will work

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Invites & Early-Bird Launch

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Bring your closest audience in first.

LAUNCH

- ☐ Prepare and send the first announcement
- ☐ Invite previous attendees and existing contacts
- ☐ Share the event with relevant communities and partners
- ☐ Set and communicate the early bird deadline
- ☐ Track initial registrations and address common questions

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Marketing & Promotions

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Keep the story moving after launch.

CAMPAIGN

- ☐ Schedule social and email communications
- ☐ Reveal the theme, performers and venue experience
- ☐ Plan partner shares and any special promotions
- ☐ Highlight the early bird deadline and key milestones
- ☐ Prepare countdown and final reminder messages
- ☐ Review which channels are driving interest and bookings

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Final Week

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Reconfirm the details that can still go wrong.

PEOPLE & SUPPLIES

- ☐ Confirm attendee count, vendors and arrival times
- ☐ Update catering quantities and décor delivery
- ☐ Share staff schedules, contacts and responsibilities
- ☐ Reconfirm security, entertainment and photographers

SITE & COMMUNICATION

- ☐ Test sound, lighting and key equipment
- ☐ Prepare signage, check-in tools and entry flow
- ☐ Send guests final arrival, parking and access details
- ☐ Review emergency information and backup plans

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Event Day

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Use the run sheet below to keep everyone in sync.

BEFORE DOORS OPEN

- ☐ Check venue access, layout and décor
- ☐ Welcome vendors and confirm setup is on schedule
- ☐ Test catering, sound, lighting and entertainment cues
- ☐ Set up check-in, signage and team stations
- ☐ Brief staff, security and photo or video crew
- ☐ Walk the venue and check emergency information

DURING THE EVENT

- ☐ Open doors and monitor check-in and guest flow
- ☐ Keep food, activities and entertainment on schedule
- ☐ Resolve guest or vendor issues through the assigned owner
- ☐ Capture key moments and monitor closing time

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Content & Social Coverage

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Capture the moments you will want to use later.

CAPTURE PLAN

- ☐ Confirm photographer or videographer and deliverables
- ☐ Create a short shot list of people, space and key moments
- ☐ Include event branding in a few useful shots
- ☐ Assign someone to live social updates if planned
- ☐ Collect and back up photos and video afterward

NOTES / OWNERS

Close cleanly, thank people and learn for next time.

CLOSE-OUT

- ☐ Complete teardown, equipment return and venue handover
- ☐ Check vendor deliverables and settle remaining payments

REVIEW

- ☐ Compare attendance, ticket sales and revenue with targets
- ☐ Record final costs and compare with the budget
- ☐ Review promotion performance and team feedback
- ☐ Write down what to repeat and what to improve

ATTENDEES

- ☐ Send a thank-you message
- ☐ Share photos or a recap where appropriate
- ☐ Collect attendee and partner feedback

NOTES / OWNERS



Run sheet

Fill in times and owners before event day. Tick each milestone as it happens.

TIME	TASK	OWNER	DONE
_____	Venue access	_____	☐
_____	Décor setup	_____	☐
_____	Vendor arrival	_____	☐
_____	Catering setup	_____	☐
_____	Sound & lighting check	_____	☐
_____	Entertainment setup	_____	☐
_____	Staff briefing	_____	☐
_____	Check-in setup	_____	☐
_____	Final venue walkthrough	_____	☐
_____	Doors open	_____	☐
_____	Main event	_____	☐
_____	Closing	_____	☐
_____	Teardown	_____	☐
_____	Venue handover	_____	☐

BEFORE DOORS OPEN



The final check

Read these once more with your team.

- | | |
|---|--|
| ☐ Do guests know what they are coming for? | ☐ Does the venue support the experience? |
| ☐ Does every major task have an owner? | ☐ Are vendors and staff aligned on timings? |
| ☐ Can guests find the information they need? | ☐ Have ticketing and check-in been tested? |
| ☐ Are food, entertainment and décor ready? | ☐ Have important details been sent to attendees? |
| ☐ Is there a backup plan for problems? | ☐ Is someone responsible for capturing the event? |
| ☐ Do we know what to measure afterward? | |

Now go make something people will remember. 🎃

Made for organizers, from AllEvents.